

5. Translating newspaper commentaries

5.1. Information about the source text

a) ST TITLE:	Jeftino izvozimo vrhunsku drvnu sirovinu umjesto skupe finalne proizvode
b) AUTHOR:	Božica Babić, a staff reporter at an electronic and print media outlet that focuses on commerce, business and the economy, <i>Poslovni dnevnik</i> ("The Business Daily") ¹⁰ .
c) DATE OF PRODUCTION:	25 June 2015
d) COUNTRY OF PRODUCTION:	Croatia
e) TEXT TYPE AND GENRE:	argumentative; commentary
f) FORMAT:	Commentary article that appears in the print version and on the electronic online portal of <i>Poslovni dnevnik</i> . Commentaries from staff and other invited commentators are located in the <i>komentari</i> menu of the online portal. The web address of the text is: http://www.poslovni.hr/komentari/jeftino-izvozimo-vrhunsku-drvnu-sirovinu-umjesto-skupe-finalne-proizvode-298020

5.2. Translation brief

The hypothetical brief of this translation is to convey this text to English speakers with any of the following profiles: economic and political analysts who require information on a high-ranking Croatian export market; potential investors interested in

¹⁰ The author of this chapter, Jim Hlavac, warmly thanks the author Božica Babić and the media outlet *Poslovni dnevnik* for kindly giving permission to allow the Croatian original text *Jeftino izvozimo vrhunsku drvnu sirovinu umjesto skupe finalne proizvode* to be reprinted here.

opportunities for investment in the Croatian wood manufacturing sector; and current or potential overseas importers of Croatian wood and furniture products. It is possible that the translation could be commissioned by Europe- or US-based English-language media or policy outlets that present a selection of opinion analyses on economic policy and the state of key industries in Croatia as well as those in other parts of south-east Europe. English-speaking readers may be located outside Croatia or in Croatia, e.g. as non-Croatian EU representatives, foreign diplomats and businesspeople.

5.3. Specific features of the source text

The text is written by Božica Babić, a reporter for *Poslovni dnevnik* ('The Business Daily'). *Poslovni dnevnik* is a Zagreb-based electronic and print-copy media outlet, owned by the Styria Media Group, a Graz-based media corporation that owns a number of newspapers and magazines in Austria, Slovenia and Croatia. Babić is a staff news writer and a regular contributor to *Poslovni dnevnik* in a section entitled *komentari*, where she provides commentary on a variety of topics. As a reporter, she has written widely on the topic of Croatia's wood industry (e.g. Babić, 2016a, 2016b, 2016c).

The audience of the ST is general to specialist. Anyone with an interest in aspects of the Croatian economy, in particular with regard to Croatia's export markets, could be a reader of this commentary. Specialist readers may be economists and policy analysts who draw on the opinions of commentators in the business and economic sector in forming their own views about the state of the Croatian economy. Further, there are those within the wood industry who would be interested in the opinion of an analyst who regularly writes on this topic.

The text is a commentary. The function of a commentary is to argue a position, based usually on a description and evaluation of presented information or points of view. The position that the author of this ST holds is clear from the headline. The headline of the ST shows the conclusion that the author has already come to. The convention of presenting one's position in the headline is sometimes considered a more polemic style, as opposed to a headline that contains the topic *without* the opinion of the author presented in an obvious way.

The ST contains rhetorical questions, e.g. *Što je razuman gospodarski, odnosno nacionalni interes...?* It contains other rhetorical tropes that invoke readers' dissatisfaction with the general state of affairs in Croatia, e.g. *U svakoj pravno uređenoj državi dvojba na ovu temu apsolutno ne postoji*, and, in some places, it is openly condemnatory, e.g. *... problematika vezana uz drvenu sirovinu i dalje vrvi brojnim apsurdima*.

The ST also contains clear characteristics of investigative journalism. Statistics are drawn on from a number of sources (both local and international) and are presented in four of the ten sections. A quote from an anonymous source is given in one section, and mention is made of communications to government ministers and the prime

minister. The ST also gives voice to a number of protagonists, albeit all apparently from the same group of aggrieved wood manufacturers. Their voices are represented with a strong appellative tone, e.g. *opominju, podsjećaju, upozoravaju*. In its last section, the ST mentions socio-economic and demographic features to do with the wood industry.

Although the ST is an opinion piece, the author never uses the first person singular form in presenting her position. Instead, all verb forms are in the third person singular or plural, and impersonal constructions are commonly used. The only exception is the last sentence, which employs the first person plural as an appeal to all (and as a solidarity marker) to remedy a problematic situation. Avoidance of the first person singular is still common in this type of text in the SL, even for commentaries and opinion pieces, as it is still considered by many to be immodest and stylistically undesirable.

Although a monologue, a commentary is rarely intended as a uni-directional missive from author to reader. A commentary is intended to evoke (and sometimes also provoke) responses from others in the form of public dialogue, reactions from the government or industry stakeholders. A commentator seldom 'has the last word' on a topic, and responses from others as well as follow-up commentaries from the same author (cf. Babić, 2016a, 2016b, 2016c) are recorded on this same topic.

5.4. Specific features of the target text

As mentioned, the TT is intended for an English-speaking audience with a specialist profile: commercial, political (policy analysis) or industry-specific. Commentaries in the TL culture are of the same text type as those in the SL culture, i.e. argumentative. As a genre, English-language commentaries have similar features to those of Croatian commentaries, e.g. recommended word length of sentences; recommended total length of text; recourse to statistics or other data as a means to support one's position.

There are some differences between the SL and TL writing styles. One is the frequency of rhetorical questions. Rhetorical questions allow the author to (re-)state directly a point that s/he wishes to make in the guise of an interrogative that cannot be directly answered. Rhetorical questions have a lower frequency in Anglophone academic discourse and even commentaries and opinion pieces written in English tend to contain fewer examples of them compared to similar pieces in some other languages. Therefore, declarative statements may be more suitable equivalents to SL rhetorical questions, which contain a sense of "directness" or "urgency" without the interrogative. Examples of these could be: "It is in the national interest that we..." or "An important thing to keep in mind is..."

Some additional information is provided in the TT for the TL readers. This includes conversion of amounts in Croatian kuna into US dollars. This is in keeping with the assumed knowledge of the TT audience that is likely to use US dollars as a baseline currency.

5.5. The source text

[1]

Jeftino izvozimo vrhunsku drvnu sirovinu umjesto skupe finalne proizvode

KOMENTARI 25.6.2015. 22:00 Božica Babić

[2]

Većina je drvoprerađivača iz brdsko-planinskih i potpomognutih područja na kojima je prerada drva tradicija, ali nisu uključeni u ugovorne korisnike kojima se jamči sirovina, a mnogima su količine i znatno smanjene bez obzira na to što su na tim područjima jedini poslodavci.

[3]

Što je razuman gospodarski, odnosno nacionalni interes - prodati vrhunsku drvnu sirovinu kroz izvoz u trupcima te za metar kubni dobiti 1200 kuna (prosječna cijena iz 2014.) ili za kvadrat parketa uzeti na stranom tržištu 3000 kuna?

[4]

Hrvatski parket u Švicarskoj je na drugoj poziciji uvozne liste, a to je tek jedno od elitnih izvoznih tržišta naših parketara. U svakoj pravno uređenoj državi dvojba na ovu temu apsolutno ne postoji. Tamo zakonodavac u startu destimulira jeftin izvoz sirovine vrhunske kakvoće. Na kojoj uz zapošljavanje domicilnog stanovništva uz ugradnju dodane vrijednosti može zaraditi višestruko više. No, tako nije u Hrvatskoj gdje problematika vezana uz drvnu sirovinu i dalje vrvi brojnim apsurdima.

[5]

Primjerice, pouzdan podatak o izvozu trupaca recimo, samo tijekom 2014. javno nije dostupan. Je li riječ o samo 106 tisuća tona u vrijednosti 126 milijuna kuna, što je podatak službene statistike. Ili je preko granice doista otišlo 347 tisuća tona trupaca u vrijednosti 50 milijuna dolara, kako tvrde iz drvoprerađivačkih tvrtki koje istodobno vape za tom sirovinom.

[6]

Unosno krijumčarenje drva

Nitko s mjerodavnih adresa nije osporio ni taj podatak ni navod da su Kinezi u svojoj statistici iskazali šest puta veći uvoz drvene sirovine iz Hrvatske naspram brojki koje iznose naše institucije, što je Poslovni dnevnik nedavno objavio. Drvoprerađivači, naime, sumnjaju da se za to dalekoistočno tržište trupci krijumčare u kontejnerima, naravno, uz lažne deklaracije. Do konkretnih detalja nemoguće je doći. Tek uz čvrsta jamstva anonimnosti moguće je čuti kako „trupcima švercaju i izvoze ih anonimci, neke manje firme, prekupci i ljudi povezani s regulatornim institucijama i šumarstvom, a krimen dijela drvne industrije odnosi se na izvoz građe jer, dobivaju povlaštenu sirovinu kao finalist, a pola toga izvezu kao građu i poluproizvode.“

[7]

Drvna industrija godišnje ostvari proizvodnju u vrijednosti oko osam i pol do devet milijardi kuna. U razdoblju od 2003. do 2014. izvoz je povećala sa 380 milijuna na 1,29 milijardi dolara. Unatoč takvom skoku, kojim se ne može pohvaliti gotovo nitko iz prerađivačke industrije, drvoprerađivači su i nadalje na marginama svih političkih elita koje kroje okvir za gospodarsku sliku. Imaju kapacitete i kupce, pa u kratkom roku zaposlenost, proizvodnju i izvoz, tvrde drvari, mogu udvostručiti u odnosu na današnje brojke. Da to ostvare samo trebaju više sirovine, a do nje ne mogu doći jer, na licitacijama ih "potuku" veliki igrači pa goleme količine trupaca završe u izvozu.

[8]

Traže pomoć Vlade

Postojeća skala vrednovanja, po kojoj lokalne tvrtke kod Hrvatskih šuma nabavljaju sirovinu, opominju, nastala je kao potreba određenih interesnih skupina, a ne temeljem mjerodavne procjene struke. Podsjećaju kako je većina drvoprerađivačkih subjekata iz brdsko-planinskih i potpomognutih područja na kojima je prerada drva dio stoljetne tradicije. Međutim, nisu uključeni u ugovorne korisnike kojima se jamči sirovina, a mnogima su količine i znatno smanjene. Na tim lokalitetima uglavnom su jedini poslodavci, jedini koji generiraju zaposlenost.

[9]

Iz Klastera konkurentnosti pak upozoravaju da model rabata u nabavi trupaca, uveden od Hrvatskih šuma, otvara veliki prostor za manipulacije i većina sektorskih dionika smatra da postoje ozbiljni slučajevi lažnog deklariranja količina sirovina koje završe u finalnoj proizvodnji. Neka se poticanje proizvodnje, predlažu, veže za proizvedenu količinu finalnog proizvoda, što se lako može nadzirati temeljem dokumentacije koju je svaka tvrtka dužna voditi.

[10]

Upravo je drvo, treba li uopće podsjećati, jedina sirovina koje Hrvatska ima u obilju i to vrhunske kakvoće. Drvari su pisali resornim ministrima poljoprivrede, rada i gospodarstva (Jakovina, Mrsić i Vrdoljak) i premijeru Zoranu Milanoviću koji u rukama drže škare i odlučuju hoće li drveno blago i nadalje u trupcima završavati na europskom i preookeanskim tržištima. Ili će u već postojećim kapacitetima u kratkom roku poduplati zaposlenost, proizvodnju i izvoz. Dižući time i nacionalni BDP.

[11]

Gašenje proizvodnje

Ne dobiju li sirovinu lokoti će osvanuti na mnogim tvrtkama. Dogodi li se taj crni scenarij nezaposlenost će u ruralnim područjima dramatično rasti. Hrvatska danas po četvornom kilometru ima tek 78 stanovnika, u Ličko-senjskoj županiji ni 10. Val iseljavanja upravo nas žestoko potapa. Drvni sektor ne traži novac već ga nudi (polu)

praznom proračunu. Njihov jedini uvjet je dovoljna količina sirovine. Imamo je i ne treba je u bescijenje dati strancima već obraditi u domaćem dvorištu i tek potom skupo utržiti u izvozu.

5.6. The target text

[1]

Croatia's wood industry paradox

The challenge of shifting from low-price, base material exports to high-price, finished products.

Božica Babić. Staff journalist and commentator at Zagreb-based media outlet for business news and analysis, *Poslovni dnevnik*. (Original text published 25 June 2015).

[2]

Many Croatian wood processing companies are being denied access to supplies of raw wood. The reason for this is that many companies have not been able to secure contractual guarantees with the government that assure them access to base material or they have suffered a reduction in the quantity of base material available to them. What makes this situation even more serious is the fact that most of Croatia's wood processing companies are located in mountainous and less-developed areas of the country – where logging and wood-cutting enjoy a long tradition – and where they are often the only source of local employment.

[3]

Here in Croatia, we need to consider where our economic, or indeed national interests lie. Are they in selling prime-quality logs at an export market for 1200 kuna (\$175) per cubic metre, which was the average price for this product in 2014, or are they in exporting finished products such as parquet flooring and earning 3000 kuna (\$435) per square metre?

[4]

Switzerland is just one of the many high-bracket export markets that our parquet manufacturers supply and Croatia is the second biggest importer of these products to that country. In any country with an efficient and functioning government there would be little debate about the importance of such an industry and as a primary measure the government would actively discourage the low-price export of prime-quality raw materials. A great deal more can be earned through a processed product that has a possible added value to it, achievable through the employment of local workers. But this does not happen in Croatia, where the supply of wood base material, along with related issues, is plagued by numerous absurdities.

[5]

For instance, reliable data on export volume for 2014 is not publicly available. There are differences in the figures claimed by the government and the wood industry in regard to the quantity of log exports. Government figures report exports of only 106,000 tonnes with an export value of 126 million kuna (\$18.3 million). Or is it the case that we actually exported 347,000 tonnes of logs with a value of \$50 million, as claimed by wood-processing companies, who are at the same time complaining of insufficient access to raw wood?

[6]

Wood smuggling - a lucrative business

As reported recently by this media outlet, *Poslovni dnevnik*, statistics from the Chinese government show that China imported a quantity of raw material from Croatia that is six times greater than the amount given in Croatian official figures. None of the relevant Croatian authorities have denied the Chinese figures. Those in the wood processing industry suspect that logs are being smuggled out as falsely claimed goods in containers that are shipped off to markets in the Far East. But, as is often the case with claims of irregular trading practices, we can only speculate on what the volume of this is. A source that did not wish to be identified claimed that, "logs are being smuggled and exported by anonymous entities, unnamed small firms, middlemen and those connected to governmental regulatory bodies, including those in the Forestry Commission. There are also wood-processing manufacturers that are partly culpable for the mass export of lumber as some of them have privileged access to the raw material as manufacturers of finished products, but what they do is export half of it as raw material and semi-finished products."

[7]

The wood industry produces goods to the value of around 8.5 to 9 billion kuna annually (\$1.24-1.3 billion). In the period from 2003 to 2014 exports increased from \$380 million to \$1.29 billion. Notwithstanding such a sharp increase that is unmatched by any other sector of Croatia's manufacturing and processing industries, wood-processing companies are continually ignored by the political elites that are in charge of national economic policy. Those from the wood processing industry argue that they have growth capacity to service new markets and claim that in a short space of time they could double production, export earnings and the number of those employed in the sector. To be able to do this, they simply require larger quantities of raw material. However, they are unable to achieve this as they are knocked out in the bidding process by larger players, and as a result, vast quantities of logs end up just being exported.

[8]

Calls for government assistance

Representatives from the wood processing industry also complain that the current scale for allocations according to which local firms purchase raw material from the

state authority responsible for the management of forests, *Hrvatske šume* (Croatian Forests), was created to meet the needs of certain interest groups, rather than on the basis of expert opinion. They added that most wood processing companies are located in mountainous and state-subsidised areas where wood cutting and processing are a tradition that goes back for centuries. However, these companies are not amongst those that have a guaranteed supply of raw material and many of them have suffered a considerable decrease in the quantity of base material accessible to them. In the areas where they have their operations they are often the only providers of work and the only ones that can generate local employment opportunities.

[9]

Concern has been raised from the Competitiveness Cluster of the Croatian Agency for Investments and Competitiveness that the model for discounted log purchasing that was introduced by *Hrvatske šume* is open to abuse and a majority of sector stakeholders believe that there is a serious and widespread incidence of large amounts of raw material being falsely declared as finished products. They advocate that government incentives for the manufacturing sector should be tied to the quantity of finished products, which can be readily ascertained through company records that all firms are obliged to keep.

[10]

Wood is the only resource that Croatia possesses in large quantities and Croatian wood is of prime quality. Wood processing companies have written to the respective ministers for agriculture, labour and economic policy, and to Prime Minister Zoran Milanović, who make the decisions about whether this valuable resource will continue to be sold as raw lumber on European and international markets. Alternatively, they could decide to double production, export earnings and the numbers of employees in this sector in a very short time, even by relying on current capacities. In so doing they would also increase the national GDP.

[11]

The demise of manufacturing

If these companies are unable to source raw materials, many of them will close down. If this bleak scenario occurs, levels of unemployment in rural areas will soar dramatically. Croatia's current population density is only 78 inhabitants per square kilometre, but in the Lika-Senj County, a key region of Croatia's wood industry, it is less than 10. Added to that, emigration is having a crippling effect. The wood production sector is not asking for government assistance. On the contrary, it is actually a revenue raiser for our depleted treasury coffers. Its only requirement is for sufficient quantities of raw material to be made available to wood processing companies. We possess this raw material and should not be selling it to foreigners for a pittance. Instead, we should be processing it locally and cashing in on it as a high-earning export product.

5.7. Annotations

5.7.1. Interlingual problems

5.7.1.1. Syntactic strategies

An example of a **phrase structure change** is shown in the following excerpt, where there is a re-ordering of elements. In the ST the form *problematika* precedes *drvenu sirovinu*. In the TT, *problematika* is rendered as “related issues” and is post-posed after “supply of wood base material”.

[4]

ST: No, tako nije u Hrvatskoj gdje problematika vezana uz drvenu sirovinu...

TT: But this does not happen in Croatia, where the supply of wood base material, along with related issues...

Mention of “the supply of wood base material” where this is not explicitly mentioned in the ST is an example of an **explicitness change** (see below 5.7.2.1). An example of a **sentence structure change** is given in the excerpt below, where in the TT, a finite verb phrase “they would also increase” is inserted to ensure that the TL equivalent sentence is grammatical.

[10]

ST: Ili će... Dižući time i nacionalni BDP.

TT: Alternatively, they could... In so doing they would also increase the national GDP.

Another **sentence structure change** is contained below, where one ST sentence is rendered as two in the TT. There are also **illocutionary changes** contained in the example below (see 5.7.2.1), i.e. the ST contains an impersonal syntactic structure with the modal *ne treba* which is framed as a general warning; the TT contains an explicit agent “we” and it is clearly stated who “should not” be doing something and what “should” be done:

[11]

ST: Imamo je i ne treba je u bescijenje dati strancima već obraditi u domaćem dvorištu i tek potom skupo utržiti u izvozu.

TT: We possess this raw material and should not be selling it to foreigners for a pittance. Instead, we should be processing it locally and cashing in on it as a high-earning export product.

5.7.1.2. *Semantic strategies*

A semantic translation strategy of **synonymy** is employed in the following instance that contains a SL term *pravno uređena država* that does not have a ready equivalent in the TL:

[4]

ST: U svakoj pravno uređenoj državi dvojba na ovu temu apsolutno ne postoji.

TT: In any country with an efficient and functioning government there would be little debate about the importance of such an industry...

The associated SL term *pravna država* has as its closest semantic equivalent in English the clunky phrase, “state, in which the rule of law is followed”.

A semantic translation strategy of an **explicitness change** is found in the following example, where the name of a specific entity is given.

[6]

ST: ... ljudi povezani s regulatornim institucijama i šumarstvom...

TT: ... those connected to governmental regulatory bodies, including those in the Forestry Commission...

The ST term *šumarstvo* means “forestry”. The relationship referred to in the above ST example is one in which *šumarstvo* is named alongside government authorities. It is not quite clear whether *šumarstvo* is referred to as one of these government authorities or not, but the context suggests that this is the case. In Croatia, the forestry sector does not constitute a ministry. Instead, it is a department within the Croatian Ministry of Agriculture. The term “Forestry Commission”, was chosen as this is the term used in the UK to refer to an equivalent governmental authority and it is a term readily recognisable beyond the UK as a governmental authority for this area.

In the following excerpt, a SL **colloquialism**, namely *finalisti*, is bleached:

[6]

ST: ... ljudi povezani s regulatornim institucijama... dobivaju povlaštenu sirovinu kao finalisti

TT: ... those connected to governmental regulatory authorities... have privileged access to the raw material as manufacturers of finished products...

The ST colloquialism *finalisti* is rendered in a non-euphemistic way. The type of SL *finalisti* that are referred to here are not TL “finalists” – a term that has an exclusively sporting connotation. In the TT, the term is spelt out clearly as “manufacturers of finished products” in the absence of any suitable TL equivalent euphemism.

In the following example, an instance of a **trope change** is presented, where the metaphor *na marginama* is rendered by a de-metaphorised construction “are continually ignored by”:

[7]

ST: ... drvoprerađivači su i nadalje na marginama svih političkih elita koje kroje okvir...

TT: ... wood-processing companies are continually ignored by the political elites that are in charge of national economic policy.

Another **trope change** occurs below in the example in which a SL metaphor is omitted and rendered via a standard TL construction:

[10]

ST: ... resornim ministrima... i premijeru Zoranu Milanoviću koji u rukama drže škare i odlučuju hoće li drvo blago i nadalje...

TT: ... to the respective ministers... and to Prime Minister Zoran Milanović, who make the decisions about whether this valuable resource will continue to...

Further **trope changes** are shown below where SL metaphors or figurative phrases are rendered via standard or via a figurative TL construction that contains a different type of metaphorical expression:

[11]

ST: Ne dobiju li sirovinu lokoti će osvanuti na mnogim tvrtkama.

TT: If these companies are unable to source raw materials, many of them will close down.

[11]

ST: Val iseljavanja upravo nas žestoko potapa.

TT: Added to that, emigration is having a crippling effect.

A re-ordering of semantic elements occurs in the following example. Here the ST form *zaposlenost*, which occurs as the first of three objects, is re-ordered to the end of the sentence in the TT as “the number of those employed in the sector”. This is a **distribution change**.

[7]

ST: Imaju kapacitete i kupce, pa u kratkom roku zaposlenost, proizvodnju i izvoz... mogu udvostručiti u odnosu na današnje brojke.

TT: ... they have growth capacity to service new markets and claim that in a short space of time they could double production, export earnings and the number of those employed in the sector.

Rendering *zaposlenost* as “the number of those employed in the sector” is a form of **paraphrase**. Paraphrases or multi-word equivalents increase the word count of the

TT in relation to the ST. In these cases, and where such a course of action is feasible, functionally redundant forms in the ST are omitted. The non-rendering of *u odnosu na današnje brojke* is such an instance of **omission**. Another example of a **distribution change** occurs below:

[9]

ST: ... otvara veliki prostor za manipulacije i većina sektorskih dionika smatra da postoje ozbiljni slučajevi lažnog deklariranja.

TT: ... is open to abuse and a majority of sector stakeholders believe that there is a serious and widespread incidence of large amounts of raw material being falsely declared...

The ST expression *otvara veliki prostor za manipulacije* is rendered in the TT as “open to abuse”. The sense of augmentation expressed via *veliki* is lost here, but relocated later on, through “serious and widespread incidence” (cf. *ozbiljni slučajevi*) and through “large amounts of raw material” (cf. *količina sirovina*). These are examples of the strategy known as **compensation**, where the semantic, discourse or other features that are lost in one place of the TT are made up for elsewhere, and where the sense of the ST is otherwise not distorted.

An **emphasis focus** takes place below where the invocation of ST readers’ knowledge of the Croatian wood industry is removed, and the illocutionary force of the declarative statement is conveyed through factual reference only.

[10]

ST: Upravo je drvo, treba li uopće podsjećati, jedina sirovina koje Hrvatska ima u obilju...

TT: Wood is the only resource that Croatia possesses in large quantities...

5.7.2. Intercultural problems

5.7.2.1. Pragmatic strategies

A **coherence change** is made in relation to the headline title of the commentary.

[1]

ST: Jeftino izvozimo vrhunsku drvnu sirovinu umjesto skupe finalne proizvode.

TT: Croatia’s wood industry paradox.

The challenge of shifting from low-price, base material exports to high-price, finished products.

A single ST headline is rendered in the TT with a shorter prime headline, followed by a sub-headline. The referential content of the ST headline is that of an incongruous situation or paradox. To non-Croatian readers, the paradoxical situation of the Croatian wood industry may not be apparent, at least initially. Therefore, the prime headline serves the purpose of stating that there is a “paradox”, while the sub-headline sets out the “challenge” that this industry faces. A second **coherence change** occurs in the ordering of information in the introduction:

[2]

ST: Većina je drvoprerađivača iz brdsko-planinskih i potpomognutih područja na kojima je prerada drva tradicija, ali nisu uključeni u ugovorne korisnike kojima se jamči sirovina, a mnogima su količine i znatno smanjene bez obzira na to što su na tim područjima jedini poslodavci.

TT: Many Croatian wood processing companies are being denied access to supplies of raw wood. The reason for this is that many companies have not been able to secure contractual guarantees with the government that assure them access to base material or they have suffered a reduction in the quantity of base material available to them. What makes this situation even more serious is the fact that most of Croatia’s wood processing companies are located in mountainous and less-developed areas of the country, where they are often the only source of local employment.

The ST in section [2] has a theme/rheme structure that foregrounds the geographical and historical place of Croatia’s wood processing manufacturers. The rheme *a mnogima su količine i znatno smanjene* comes not until the end of the section. To use the language of journalism, the rheme is the “attention-grabbing word”, and in TL journalism, this needs to be foregrounded to an early place in the introduction. Thomson Reuters (2016) makes the following recommendation in relation to an item’s introduction:

Read your lead and then count the number of words you use before you reach the one word that is strong and essential... You should be hitting strong, essential words very quickly after you start to read the first sentence.

In the TL, the “strong, essential” words are “denied access to supplies of raw wood”. These need to be closer to the immediate start of the introduction. Section [2] is therefore subjected to a re-ordering of content so that the denial of access to base material is foregrounded in the TT and information on the geographical and historical importance of wood manufacturing companies is moved to the end of the TT.

Another **coherence change** takes place in the following example relating to the subject of the ST verb *opominju*, which is not given:

[8]

ST: Postojeća skala vrednovanja, po kojoj lokalne tvrtke kod Hrvatskih šuma nabavljaju sirovinu, opominju, nastala je kao...

TT: Representatives from the wood processing industry also complain that the current scale for allocations according to which local firms purchase raw material from the state authority responsible for the management of forests, *Hrvatske šume* (Croatian Forests), was created to...

Here the logical subject of the verb *opominju*, namely *drvoпрерађивачи*, needs to be stated in the TT: “representatives from the wood processing industry”. The last mention of the subject *drvoпрерађивачи* is in the previous paragraph. In a new paragraph, the full form of the subject should be given again.

A **visibility change** is apparent where further information, not included in the ST, is given about the author and her authority as a commentator on economic policy. The commissioner of the English translation may choose to omit the date of publication of the original ST.

[1]

ST: Komentari 25.6.2015. 22:00 Božica Babić

TT: Božica Babić. Staff journalist and commentator at Zagreb-based media outlet for business news and analysis, *Poslovni dnevnik*. (Original text published 25 June 2015).

An **interpersonal change** occurs where a first person plural subject replaces a third person singular one:

[3]

ST: Što je razuman gospodarski, odnosno nacionalni interes...?

TT: ... we need to consider where our economic, or indeed national interests lie.

The above ST and TT excerpts also represent a **unit shift** (see above 5.7.1.1) from a long interrogative sentence to a complex declarative sentence. Pragmatic norms in the TL also motivate an **illocutionary change** that is evident through an adverbial modifier “often” in the following excerpt:

[2]

ST: ... što su na tim područjima jedini poslodavci.

TT: ... and where they are often the only source of local employment.

The adverbial “often” functions as a hedge here, which reflects TL pragmatic norms. Within these norms speakers typically employ some kind of qualifier or hedge if they know or suspect that, in an absolute sense, they cannot make a *categorical* claim that these companies are the *only* employers in these areas. In the example below, another **illocutionary change** is applied in rendering a rhetorical phrase or refrain common in Croatian public and private discourse where comparisons are made between the situation domestically and that in other countries:

[4]

ST: U svakoj pravno uređenoj državi dvojba na ovu temu apsolutno ne postoji. Tamo zakonodavac u startu destimulira...

TT: In any country with an efficient and functioning government there would be little debate about the importance of such an industry and as a primary measure the government would actively discourage...

The ST has both sentences in the present indicative. This is changed to the conditional in the TT excerpt. The possibility of “doubt”, here *dvojba*, is rendered in the ST with the present indicative *ne postoji*, although the conditional *ne bi postojala* could also have been used. In the TL, the likelihood of doubt that is alluded to is better rendered with the conditional. In the following example a similar **illocutionary change** occurs, from a SL verb in the future tense to a TL modal verb, and a conditional.

[10]

ST: Ili će... poduplati zaposlenost, proizvodnju i izvoz... Dižući time i nacionalni BDP.

TT: Alternatively, they could decide to double production, export earnings and the numbers of employees... In so doing they would also increase the national GDP.

As in the above example from section [4], the degree of certainty is rendered in the ST via a verb in the present indicative although it is a hypothetical situation that is being alluded to. In the TT, this hypothetical situation is better conveyed through the addition of modal verbs.

In section [5] there is no capital letter for the first word of the third sentence in the ST. This is altered in the TT as an example of **transediting**.

[5]

ST: ili je preko granice doista otišlo...

TT: Or is it the case that we actually exported...?

The question mark is added at the end of the TT sentence where this is absent from the ST (see 5.7.3 and **punctuation conventions** below). An **explicitness change** occurs below, in which the full function of a Croatian governmental authority is spelt out:

[8]

ST: ... po kojoj lokalne tvrtke kod Hrvatskih šuma nabavljaju sirovinu,

TT: ... according to which local firms purchase raw material from the state authority responsible for the management of forests.

Another **explicitness change** is presented below where it is made clear why *Ličko-senjska županija* is identified here as a region relevant to the Croatian wood industry:

[11]

ST: Hrvatska danas po četvornom kilometru ima tek 78 stanovnika, u Ličko-senjskoj županiji ni 10.

TT: Croatia's current population density is only 78 inhabitants per square kilometre, but in the Lika-Senj County, a key region of Croatia's wood industry, it is less than 10.

An **information change of omission** is made below which leaves out the names of the respective ministers of the (then) Croatian government, while the name of the prime minister is left in, as this is more likely to be known and of interest to the TL audience:

[10]

ST: Drvari su pisali resornim ministrima poljoprivrede, rada i gospodarstva (Jakovina, Mrsić, Vrdoljak) i premijeru Zoranu Milanoviću koji u rukama...

TT: Wood processing companies have written to the respective ministers for agriculture, labour and economic policy, and to Prime Minister Zoran Milanović, who make the decisions about...

5.7.3. Other – text-specific translation problems

There are **punctuation conventions** that differ between the two texts.

[5]

ST: ili je preko granice doista otišlo..., kako tvrde iz drvoprerađivačkih tvrtki koje istodobno vape za tom sirovinom.

TT: Or is it the case that we actually exported..., as claimed by wood-processing companies, who are at the same time complaining of insufficient access to raw wood?

In the ST there is an interrogative posed, that is the second part of a longer interrogative, joined by the co-ordinating conjunction *ili* that makes a contrast. According to Silić (2006: 89) in some media texts that contain sentences with Croatian WH-words, such as *zašto, gdje, kada*, journalists may consider use of the question mark optional and omit it. In newspaper headlines, question marks are commonly omitted. In the content prose of a newspaper text, this is less common, and the question mark is added to the TT as this is a normative expectation that readers typically have when interrogative sentences occur. This addition can be seen also as an example of **transediting** (see above 5.7.2.1).

References

- Babić, B. (2016a). Ne intervenira li država žurno, šumama Gorskog kotara prijete kataklizma. *Poslovni dnevnik*. 25.8.2016. Retrieved from: <http://www.poslovni.hr/hrvatska/ne-intervenira-li-drzava-zurno-sumama-gorskoga-kotara-prijete-kataklizma-317008>.
- Babić, B. (2016b). Kada Šume vodi matematičar, onda imamo ovakav kaos. *Poslovni dnevnik*. 20.9.2016. Retrieved from: <http://www.poslovni.hr/hrvatska/kad-sume-vodi-matematicar-onda-imamo-ovakav-kaos-318034>.
- Babić, B. (2016c). Unatoč geslu „drvo je prvo“ političke garniture o drvnom sektoru nisu brinule. *Poslovni dnevnik*. 21.9.2016. Retrieved from: <http://www.poslovni.hr/komentari/unatoc-geslu-drvo-je-prvo-politicke-garniture-o-drvnom-sektoru-nisu-brinule-318154>.
- Brinker, K. (2005). *Linguistische Textanalyse. Eine Einführung in Grundbegriffe und Methoden*. Berlin: Erich Schmidt.
- Ivanetić, N. (2003). *Uporabni tekstovi*. Zagreb: FF Press.
- Silić, J. (2006). *Funkcionalni stilovi hrvatskoga jezika*. Zagreb: Disput.
- Thomson Reuters (2016). *Handbook of Journalism. Reporting and writing basics*. Retrieved from: http://handbook.reuters.com/index.php?title=Reporting_and_Writing_Basics#Don.E2.80.99t_neglect_the_slug.



Jim Hlavac · Snježana Veselica Majhut

Nataša Pavlović · Kristijan Nikolić · Lovorka Zergollern-Milčić

Translating from Croatian into English:

A Handbook with Annotated Translations

This handbook is a practical resource for both translators and those entering the language services industry. Eleven Croatian source texts are presented from a wide variety of fields with a brief for their translation into English. A *Skopos* approach is followed in their translation so that the English target texts fulfil a functional purpose that is similar to the functional purpose achieved by the source texts in Croatian. Theoretical principles of text analysis are represented in a clear and direct way and show how the translator was guided by these to achieve a functionally appropriate English translation. Annotations in this handbook guide the reader to identify the inter-cultural and inter-lingual differences between Croatian and English and how these can be addressed and resolved. This handbook is a step-by-step guide for those wishing to acquire practical skills to translate texts across a wide variety of fields and genres.

What happens in the professional translator's brain? The mysteries and secrets are revealed here in a way that makes clear practical sense, explaining what can be done and why some things should be done. Highly-trained masters of their craft, the authors do a great service to anyone who wants to translate better than machines.

Professor Anthony Pym, School of Languages and Linguistics, University of Melbourne and Distinguished Professor of Translation and Intercultural Studies at Rovira i Virgili University

ISBN 978-953-169-398-1



9 789531 693981

136,00 Kn

Jim Hlavac • Snježana Veselica Majhut
Nataša Pavlović • Kristijan Nikolić • Lovorka Zergollem-Miletić

Translating from Croatian into English:
A Handbook with Annotated Translations

Editors:

JIM HLAVAC
SNEŽANA VESELICA MAJHUT

Layout design:

NATAŠA VUKOVIĆ

Language editing:

IVANA BAŠIĆ

Cover design:

DUBRAVKA ZGLAVNIK HORVAT

ISBN 978-953-169-398-1

CIP record 001037530 is available in the online catalogue of the Zagreb National and University Library.

Hrvatska sveučilišna naklada
Zagreb, 2019

Table of contents

ACKNOWLEDGEMENTS	4
LIST OF ABBREVIATIONS	7
1. Introduction (<i>Snyežana Veselica Majbut and Jim Hlavac</i>)	9
2. Translation into one's second or B language (<i>Nataša Pavlović</i>)	13
3. Theoretical framework used in this handbook (<i>Snyežana Veselica Majbut and Jim Hlavac</i>)	27
4. Translating news reports (<i>Nataša Pavlović</i>)	51
5. Translating newspaper commentaries (<i>Jim Hlavac</i>)	69
6. Translating administrative reports (<i>Lovorka Zergollern-Miletić</i>)	87
7. Translating legal contracts (<i>Snyežana Veselica Majbut</i>)	101
8. Translating financial reports (<i>Kristijan Nikolić</i>)	119
9. Translating medical research articles (<i>Nataša Pavlović</i>)	133
10. Translating art history monographs (<i>Snyežana Veselica Majbut</i>)	155
11. Translating historical texts (<i>Jim Hlavac</i>)	169
12. Translating forewords to non-fictional texts (<i>Jim Hlavac</i>)	189
13. Translating tourist brochures (<i>Snyežana Veselica Majbut</i>)	209
14. Translating recipes (<i>Kristijan Nikolić</i>)	227
NOTES ON CONTRIBUTORS	243

ACKNOWLEDGEMENTS

THE PUBLICATION OF THIS BOOK WAS SUPPORTED BY THE FOLLOWING:

The Zergollern-Čupak Foundation (Ljiljana née Zergollern and Krešimir Čupak)
Translation and Interpreting Studies Program, School of Languages, Literatures,
Cultures and Linguistics, Faculty of Arts, Monash University

The Ministry of Science and Education of the Republic of Croatia