

Translation from Croatian into English: Tourism, Finance and a Little Bit of History (Translation and Analysis)

Barać, Ivana

Undergraduate thesis / Završni rad

2016

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: **University of Rijeka, Faculty of Humanities and Social Sciences / Sveučilište u Rijeci, Filozofski fakultet u Rijeci**

Permanent link / Trajna poveznica: <https://urn.nsk.hr/urn:nbn:hr:186:797690>

Rights / Prava: [In copyright](#) / [Zaštićeno autorskim pravom.](#)

Download date / Datum preuzimanja: **2024-04-24**

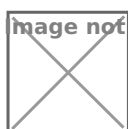


image not found or type unknown

Repository / Repozitorij:

[Repository of the University of Rijeka, Faculty of Humanities and Social Sciences - FHSSRI Repository](#)



image not found or type unknown

UNIVERSITY OF RIJEKA
FACULTY OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF ENGLISH

Ivana Barać

**TRANSLATION FROM CROATIAN INTO ENGLISH:
TOURISM, FINANCE AND A LITTLE BIT OF HISTORY (TRANSLATION
AND ANALYSIS)**

Submitted in partial fulfillment of the requirements for the B.A. in English Language and Literature
and Italian Language and Literature at the University of Rijeka

Supervisor:
Dr.sc. Anita Memišević

September 2016

ABSTRACT

This B.A. thesis focuses on the translation of articles of different genres from Croatian into English. At the beginning of the thesis there is an introduction explaining the aim of the thesis and methods used in translation. The introduction is followed by four different translations: translation of a text about tourism where Sofia, the capital of Bulgaria, is described, translation of an article about literature from a monthly magazine, translation of a text describing how much money Croatia earns from foreign productions and translation of an article about breweries in Prague. Each of these is also preceded by a brief introduction and followed by commentary and analysis. The commentary and analysis sections deal with the problems and issues that I encountered while translating these articles. Finally, the thesis also contains a conclusion, in which a personal reflection of my work is given, and appendices, where all the source texts can be found.

TABLE OF CONTENTS

1. INTRODUCTION.....	3
2. TRANSLATION OF A TOURISM TEXT.....	5
2.1. Introduction.....	5
2.2. Translation.....	5
2.3. Commentary and Analysis.....	11
3. TRANSLATION OF A TEXT ABOUT LITERATURE.....	14
3.1. Introduction.....	14
3.2. Translation.....	14
3.3. Commentary and Analysis.....	18
4. TRANSLATION OF A FINANCE TEXT.....	21
4.1. Introduction.....	21
4.2. Translation.....	21
4.3. Commentary and Analysis.....	26
5. TRANSLATION OF A TEXT ABOUT BREWERIES IN THE CZECH REP.	31
5.1. Introduction.....	31
5.2. Translation.....	31
5.3. Commentary and Analysis.....	37
6. CONCLUSION.....	39
APPENDICES.....	40
BIBLIOGRAPHY.....	62

1. INTRODUCTION

There is no such thing as communication. There are only two things. There is a successful miscommunication and unsuccessful miscommunication. And when you have unsuccessful miscommunication, you are having a good time.

- Dzongsar Jamyang Khyentse Rinpoche

It is only proper to start the thesis with this quote because it explains the purpose of this work, which is communication. Translation is communication. If done incorrectly, it can ruin the whole conversation and/or the reading of a certain text and it can result in miscommunication. Translation needs to be seen as a social act, which is primarily used to successfully convey a certain message.

According to several dictionaries, the term ‘translation’ has similar definitions that say the same thing - “a text or a work that has been changed from one language into another”¹ or “a process of changing something that is written or spoken into another language”². These two definitions are similar but not the same. The first definition refers to the product of translation – the target text, while the second definition refers to the act and/or process of translating a source text (in this case, in Croatian) into a target language (here, English).

According to Newmark³, and as elaborated on *Translationjournal.net*⁴, several procedures can be used to translate a text, or its components: word-for-word translation, transcription, transliteration (conversion of a text from one script to another), borrowing (the word from one language is transferred into another language), calquing (a form of borrowing whereby the semantic components

¹ Hornby (2010: 1646)

² Ibidem

³ Newmark (2001: 75-81)

⁴ <http://translationjournal.net/journal/41culture.htm>

of a given term are literally translated into their equivalents in the borrowing language⁵), cultural equivalence (replacing a cultural word in the source language with the target language one), transposition (a change in the grammar from the source language to the target language), modulation (when the translator reproduces the message of the original text in the TL text in conformity with the current norms of the TL, since the SL and the TL may appear dissimilar in terms of perspective⁶), adaptation (translation of a non-existent situation in the source text into the target culture), paraphrase, definition and deletion (omission). A translator can choose which procedure to use in his/her translation process because each procedure has its own advantages that differ according to the texts under translation. When it comes to my translation process, I used most of these procedures.

This thesis consists of an abstract, an introduction, a table of contents, four translations, commentary and analysis sections, a conclusion, appendices and a bibliography. The four articles that I chose to translate can be found in magazines and on websites. The first article describes Sofia, the capital of Bulgaria. It lists best places to visit in Sofia and which food to try. The second article is a text about literature, i.e. about three most important epics in the history of literature -*The Iliad*, *The Odyssey* and *The Aeneid* - from one of the first issues of the encyclopaedic magazine *Drvo znanja*. The third text can be found on the *Jutarnji.hr* website and is a finance text about how much money Croatia earns from foreign productions that are filmed here. The last article is taken from the *Meridijani* magazine, and it is a text about the most famous breweries in Prague, the Czech Republic. Each of these translations is preceded by a short introduction that contains basic information about the topic and the source of the article.

While translating, I used several guides and dictionaries, both printed and online versions. The ones that I used are bilingual dictionaries (Croatian-English and English-Croatian), a

⁵ <https://ahdictionary.com/word/search.html?q=loan+translation>

⁶ <http://translationjournal.net/journal/41culture.htm>

monolingual English dictionary, online English dictionaries, including the dictionaries of idioms and thesauri such as thefreedictionary.com, thesaurus.com or glosbe.com, and other online resources.

2. TRANSLATION OF A TEXT ABOUT TRAVELLING

2.1. Introduction

The first article that I translated was taken from a monthly magazine for geography, history, ecology and travel - “*Meridijani*”. This magazine usually contains a lot of different articles that describe beautiful places people should visit, articles about different species of animals and articles about famous historical figures. This particular article describes the capital of Bulgaria, its history, places to visit and Bulgarian cuisine. It contains numerous historical, geographical and cultural data, some of which I needed to look up while translating.

2.2. Translation

SOFIA – BULGARIAN CAPITAL BEAUTY

SOFIA IS THE LARGEST BULGARIAN CITY WITH 1.3 MILLION INHABITANTS AND ITS SCIENTIFIC, CULTURAL AND POLITICAL CENTER. IN THE CITY ONE CAN FEEL THE INFLUENCE OF THE EASTERN AND WESTERN CIVILISATIONS, EASTERN CATHOLIC CHURCH, THE HUNDRED-YEAR-OLD OTTOMAN RULE AND A MORE RECENT PERIOD OF COMMUNIST AND POST-COMMUNIST ERA

If you are planning a visit to Sofia, take at least two days to visit the cultural sights in the city center and the outskirts of Sofia. The entire city center can be toured on foot in one day, strolling leisurely. If you want to visit the National Historical Museum and the Boyana Church of St. Nicholas and St.

Panteleimon on the outskirts, at the foot of the Vitosha Mountain, you should plan at least one more day in the city for sightseeing. The prices of food and drinks are mostly the same as in Croatia, and the hotel accommodation is slightly cheaper. The majority of the historical and cultural sites can be seen from the outside and you do not have to buy special tickets for them (except for the museums).

The spirit of the city is reminiscent of other eastern European cities such as Skopje, Bucharest or Belgrade, in which a combination of Byzantine and Turkish history and the period of modern communist and post-communist era can be felt even today. The central city streets, especially the Vitosha Boulevard, are always filled with pedestrians and an increasing number of tourists. Even though Sofia has no sights and attractions like the big central-European and west-European capitals, visiting the city and feeling the touch of the mix of western and eastern culture is well worth the effort.

Get some domestic currency. Sofia is divided into five districts – Oborishte, Sredets, Vazrazhdane, Mladost and Vitosha, which are connected by bus, tram, trolley bus and subway lines. The subway was built in 1998 and has two main lines totaling 39 kilometers in length. A third line is currently in preparation; therefore, the wider urban area will be easily accessible. The city is connected with the rest of the world by rail, bus and air lines, and the Sofia airport Vrazhdebna can be reached in 40 minutes by taxi. If you do not have any Bulgarian currency, lev, while riding in a taxi, it is a good idea to get acquainted with the exchange rate of the lev in relation to euro or some other currency you use, because Bulgarian taxi-drivers tend to cheat, so you may end up paying 25 euros instead of 15 euros counter value. Therefore, it is always better to agree on the transport fare to the hotel in advance and calculate the value in foreign currency. Levs can be purchased in one of the Croatian banks. You will probably have to order them, but it is best to have some domestic currency upon arrival to pay for the transportation from the airport to the city.

Colorful architecture. The city's architecture is quite diverse, ranging from the poor periphery in which the style of the bare communist architecture era is still very much present, to the city center in which the traces of all historical periods can be seen - from the ancient Serdica, medieval churches, over the Turkish baths and mosque, to the modern late 19th and early 20th century neoclassicist buildings, as well as the modern buildings built in the last fifty years. Many new multinational companies' buildings and banks are being built in all parts of the city, so it is constantly expanding towards the nearby Vitosha Mountain and the surrounding area.

In addition to the colorful architecture, the city is adorned with numerous green areas and parks, from which the Boris' Garden can be singled out. The rivers Vladayska and Perlovska cross the city of Sofia, which is also known for its thermal and mineral springs. The Vitosha National Park, founded in 1934, is located nearby and is famous as a ski resort and recreational zone in this part of Bulgaria.

Ancient ruins at the heart of the city. In the 5th century BC, the Thracian tribe named Serdi were the first who founded a settlement in this area. At the end of the 1st century BC, the Romans came and conquered the settlement. The city, at the time named Serdica, was the administrative and political center of Thrace until 447, when it was destroyed by the Huns. The remains of Serdica are very well preserved and can be seen throughout the entire city center. In the first half of the 6th century the Byzantine emperor Justinian I restored the city under the name of Sredets, and in the early 9th century it was conquered by the Bulgarians. In the period that followed, the city was ruled by the Bulgarians and Byzantium until 1382 when it was conquered by the Turks. During the long Ottoman rule the city changed its name to Sofia, which is still in use. In 1878, during the Russo-Turkish War (1877-1878) the city was conquered by the Russians, thus becoming the capital of an autonomous Bulgarian state that in 1908 became a kingdom. In 1944, the Russian army occupied the city and it remained under Russian communist influence until 2007 when Bulgaria became a member of the European Union. The National Historical Museum, located in the Boyana district, gives good insight into the rich history of Bulgaria and Sofia, from prehistoric times to the modern era. More

than 650.000 objects are housed in this large museum, but only 10.000 of the most interesting objects are exhibited due to space limitations. Since the accession of Bulgaria to the European Union, Sofia has gradually changed its appearance. Sofia is a modern European city in which one can still feel strong influences of the times gone by.

What to see? The religious buildings are very interesting, most certainly the Boyana Orthodox Church from the period of medieval Bulgarian state, which was built in several stages during the period between the late 10th to mid-13th century. It is situated in the suburbs of Sofia, in the Boyana quarter of the Vitosha district. The church is decorated with several layers of medieval frescoes, and it has been on UNESCO's World Heritage List since 1979. The church complex, which consists of three buildings, is one of the most complete and best preserved monuments of medieval art in Eastern Europe. The lavish St. Alexander Nevsky Cathedral from 1882 built in Neo-Byzantine style is also worth a visit. This is one of the largest Orthodox Cathedrals in the world, named after the medieval Russian prince Alexander Nevsky (1221-1263), who was canonized in 1547.

In the city center, in the courtyard of the Sheraton Hotel, stands a notable small late-Roman Christian church built out of red brick - the Church of St. George. Alongside the remains of the ancient town of Serdica, it is a real tourist attraction.

The Turkish Banya Bashi Mosque, which used to be an integral part of the public baths, built in the second half of the 16th century, is also an attraction worth visiting. In the city center, next to the building of the Bulgarian Parliament, there is an interesting little Christian medieval Church of St. Petka. The church was probably built in the late Middle Ages. A more recent Russian Orthodox Church of St. Nicholas from 1914 is also located nearby, as well as the remains of the public baths, also known as the Turkish baths, which were in function from the 16th to the early 20th century.

Museums and interesting buildings. When it comes to museums, the National Archeological Museum, which is situated in a former mosque located next to the Presidential Palace and the

National Bank, is well worth visiting. It houses a large number of archeological objects related to the early history of Sofia and Bulgaria. Furthermore, you should visit the National Museum of Natural History. The museum is located in a building constructed in 1889 in the neoclassical style. There, you can see collections of stuffed animals, birds, insects and all sorts of minerals and rocks, which can be appealing to young people.

When it comes to buildings, the National Palace of Culture is quite interesting. It is a modern building built in 1981 and was proclaimed the world's best congress center in 2005. It hosts numerous concerts of the world's greatest pop and rock musicians. A beautiful edifice built in the period from 1940 to 1953 houses the SS. Cyril and Methodius National Library. In the city center there is also the Ivan Vazov National Theatre, established in 1904, in which mainly classical pieces are performed. Moreover, the older building from 1891 where the National Opera and Ballet are located is also situated in the city center. Start or end an active weekend or an extended holiday in the capital of Bulgaria by taking a stroll down the Vitosha Boulevard, the main street of this city. You can find numerous fashion stores on both sides of this large shopping street.

What to eat and taste? Bulgarian cuisine is very similar to other traditional east-Balkan cuisines. It is a combination of Slavic, Greek, Oriental and Italian cuisine. Rakia and vodka can be found on almost every drink list. Traditional dishes are variations of different stews, pies similar to Bosnian burek and a variety of dishes with all types of meat such as lamb, goat meat, beef, pork and chicken. Pork, which is usually mixed with beef and lamb, is the most common ingredient. Freshwater and saltwater fish are also present. Various types of meat are usually prepared on the grill with plenty of vegetables, just like in the nearby Macedonia, Serbia, Greece and Turkey. Like in other menus rich in eastern cuisine, various types of pies are commonly served with the traditional yoghurt.

For starters you can try sausages, for example the mildly seasoned lukanka sausage⁷, strongly seasoned sujuk⁸, blood sausages and Elenski but ham⁹. If you like stews and soups, we recommend you, try tarator – a cold soup made with yoghurt, chopped cucumbers and various spices; tomato soup with cheese, bean stew (or bean soup), tripe, chicken soup with noodles and stuffed peppers and sarma¹⁰. The traditional Bulgarian salad is called Shopska salad, but there are also various types of cabbage and bean salads. Alongside these, salads typical of Turkish cuisine can also be found on the menus. When it comes to meat dishes, we recommend various types of dumplings on the grill, regular or stuffed, Tatar meatballs, kebapche, przola pork chops and Karnache and Nadenitza sausages. Vegetables such as eggplants and peppers are most commonly prepared on the grill. If you like bread, you should definitely try the traditional Bulgarian pogacha¹¹. When it comes to desserts, you should try the pies, baklava, mekitsas (deep fried dough made with yoghurt and various types of jam) and pancakes. Alongside these desserts, numerous Oriental desserts typical of Turkish cuisine can also be found on the menus.

Some interesting facts. Finally, here are some additional pieces of information and statistics. There are nowadays more women in Sofia than men (1.1 to 1 ratio), the birth rate is 12.3 and the death rate is 12.1. The majority of the population is comprised of Bulgarians (96.4 percent), while the largest minorities are the Roma¹² (1.6 percent) and the Turks (0.6 percent). During the post-communist transition period in the last 20 years, the city has become an important economic center of Eastern Europe, especially after the admission of Bulgaria into the European Union in the middle of the previous decade. During the past 10 years, Sofia has become the center of many multinational companies. Moreover, more and more international co-production films are being shot in the city (such as *The Expendables 2*, new version of *Conan the Barbarian*, *The Black Dahlia*, *Hitman: Agent*

⁷ Unique Bulgarian salami

⁸ Dry, spicy sausage of Turkish origin eaten in the Balkan

⁹ Sometimes translated as Elena leg; a dry-cured ham from the town of Elena in northern Bulgaria

¹⁰ A dish of grape, cabbage, monk's rhubarb or chard leaves rolled around a filling usually based on minced meat

¹¹ A type of bread baked in the ashes of the fireplace, and later on in the oven, similar to focaccia

¹² The Romani people, gypsies

47, *The Contract*). Sofia is also known for its sports teams, among which the most famous are the four football first league teams (CSKA, Levski, Lokomotiv, Slavia) and the basketball first league team Lukoil Akademik, the two-time European Champion Cup finalist (now Euroleague) in 1958 and 1959. Considering all of the above, if you have never been to Bulgaria, at least visit its capital - Sofia.

Text: Mladen Tomorad

2.3. Commentary and Analysis

At first glance, this article seemed easy to translate, but in reality, there were several issues with it. It was the first article to be translated for this B.A. thesis and it was quite time consuming. The source text is well written and easy to follow. However, the author sometimes used uncommon Croatian words that were difficult to translate into English while retaining the same meaning. These words do not appear in everyday speech, so I had to look up their meanings to fully understand the terms in question. For example, the sentence “Kao i u drugim jelovnicima protkanim istočnjačkom kuhinjom, razne se vrste bureka najčešće nude uz tradicionalni jogurt.” was not so difficult to translate, but the word 'protkani' was a bit problematic. It could not be translated literally, since the translation would then be “inwrought”, and it would change the meaning of the sentence. Instead, I opted for “rich in”, which resulted in “Like in other menus rich in eastern cuisine, various types of pies are commonly served with the traditional yoghurt.” Another example of an uncommon word in Croatian is the verb “krasiti” in the phrase “Crkvu krase nekoliko slojeva srednjovjekovnih freski...”, which I changed into “decorate” and the final solution is “The church is decorated with several layers of medieval frescoes,...”.

Moreover, the main problem with this article is that it is made up of long Croatian sentences, which needed to be broken down or paraphrased in order to have the same effect on the reader in the target language. The sentence “Gradski je metro izgrađen 1998. godine i ima dvije osnovne linije ukupne duljine 39 km, a trenutno je u pripremi i treća linija pa komunikacija širim gradskim područjem nije problem.” resulted in “The subway was built in 1998 and has two main lines totaling 39 kilometers in length. A third line is currently in preparation; therefore, the wider urban area will be easily accessible.” because it would be somewhat clumsy to leave it as a single sentence in English. In this sentence, the translation of the phrase “...komunikacija širim gradskim područjem nije problem.” also had to be paraphrased because it did not have the same effect in English as it did in Croatian (“...therefore, the wider urban area will be easily accessible.”). One other example that I

can provide for the breakdown of sentences is “Od ulaska Bugarske u Europsku uniju Sofija postupno mijenja izgled pa je danas moderan europski grad u kojem se ipak osjećaju snažni utjecaji prošlih vremena.” The Croatian word “pa” enabled me to write two sentences instead of one, and I came up with this solution: “Since the accession of Bulgaria to the European Union, Sofia has gradually changed its appearance. Sofia is a modern European city in which one can still feel strong influences of the times gone by.”

Since my finance vocabulary is not so extensive, I had trouble translating the phrase ‘odnos leva prema euru’. Its translation required some research on the internet and/or several dictionaries. I found several solutions, including the literal translation ‘the relation of lev to euro’ but this definitely was not the perfect solution for the translation of this phrase. In the end, the final translation is “the exchange rate of the lev in relation to euro”.

Later on, I encountered several Croatian words that could not be translated literally, since the sentence would not have had the same meaning in English. Therefore, I had to change them. For instance, the word “čuvati” means “to guard”, “to store”, or “to protect”, but in the phrase “U tom se velikom muzeju čuva više od 650 000 predmeta...” it could not be translated with those verbs, so I opted for “More than 650.000 objects are housed in this large museum,...”.

As far as the main title is concerned, leaving it the same as it appears in Croatian could be seen as boring, and may not attract readers as much if it were translated as “The Bulgarian capital – Sofia”. Instead, a little word play led to a poetic, more interesting, and more appealing title (“Sofia – Bulgarian Capital Beauty”).

To sum up this analysis, one of the biggest problems in the translation of this article was whether to change the names of Bulgarian places, people and dishes into English versions or to leave them as they are in the source text. Of course, most of these names could be found on the internet, but I had my doubts whether to leave some of them in their original version. In the end, I changed the

names of churches and museums into English versions of the names (e.g. St. Alexander Nevsky Cathedral - katedrala Aleksandra Nevskoga, Church of St. George - Rotunda sv. Jurja, etc.), and left the names of dishes and food in their original Bulgarian versions (e.g. sujuk, tarator), since they do not have equivalents in the English language.

3. TRANSLATION OF AN ARTICLE ABOUT LITERATURE

3.1. Introduction

The second article that I chose to translate is an article from an encyclopaedic magazine “*Drvo znanja*”. This magazine is mostly read by elementary and high school students in order to learn different things about our planet, ecology, animals and history, but it also deals with various topics that grown-ups can also find interesting. Even though this particular article was published in an issue from 1997, it was accessible because their website has an online archive of all issues that were ever printed. The article deals with epic poems in general and tackles the descriptions of the three most important epics in the history of literature, Iliad, Odyssey and Aeneid written by Homer and Virgil. In the final part of the article, there are some interesting facts about other famous epic poems that have marked the history of literature.

3.2. Translation

Classical Epics: The Story of Iliad and Odyssey

Epics are among the oldest preserved literary works. The cultures of early civilizations, including Greece and Rome, were greatly influenced by them. On the other hand, Greece and Rome have had a crucial impact on contemporary cultural traditions.

An epic poem is a long story written in verse in which certain sublime topic, such as the destiny of a civilization or a religious idea, is being told. Such a topic or idea is often shown through the actions of a heroic individual, who faces most diverse trials, goes on numerous quests and makes crucial decisions. Some epics are “traditional”, they directly reflect human experiences; others were created by certain poets for patriotic or religious purposes. Important parts of the Epic of Gilgamesh, that was originally written on clay tablets in Sumer around 2000 years B.C., have been preserved to

this day. The epic describes the quest for the eternal life of the warrior Gilgamesh. The oldest complete epics, in which a very different tone is set, originated in ancient Greece and the poet Homer has always been accredited for writing them. Those epics are *The Iliad* and *The Odyssey*, literary works that were almost worshiped as holy books by the Greeks.

HOMER

The legend describes Homer as a blind bard (an oral poet) who used to recite his poems in a great hall of some tribal leader with the help of a lyre, an instrument similar to the harp. However, since nothing certain is known about Homer, the scholars are still disputing whether Homer wrote one or both of the great Greek epic poems, or neither of them.

It is safe to assume that in the beginning there was a traditional core made of Greek folk stories and poems from which the above-mentioned epic poems eventually developed. The epics, passed on orally, were refined by generations of poets before they were written down around the 8th century B.C. The one who wrote them down was “Homer”, or more of them, who actually rewrote, shaped and refined the existing stories.

Homer’s epic poems have therefore arisen from a set of stories – probably part mythical, part historical - that were known to every Greek. They described the causes, the course and the consequences of the Trojan War. The war was caused by a Trojan prince Paris who kidnapped Helen, the wife of the Spartan king Menelaus. Agamemnon, Menelaus’ brother and the Mycenaean king, then invited all the Achaean rulers to war against Troy to bring back Helen or to take revenge for the insult. After ten years of unsuccessful siege of the city of Troy, the Greeks tricked their opponents by falsely retreating and leaving behind a giant wooden horse full of soldiers. The Trojans were thrilled about the triumphant end of the war, so they concordantly dragged the horse into their city, thus causing their own destruction.

Different parts of the story about the Trojan War and the events that came after – including the events related to the return of the victorious Greek kings to their homes, have always been used in the rich literary tradition of Greece. *The Iliad* deals with one separate episode that took place at the end of that long war. In it, the greatest Greek warrior, Achilles, quarrels with Agamemnon and angrily retreats to his tent refusing to participate in the battles. Because of that, the course of the war, up until the death of Achilles' beloved friend Patroclus, was very unfavorable for the Greeks. However, the infuriated Achilles then joined the fight and killed Hector, the most famous Trojan warrior.

In the world of Homer, the gods (although mostly invisible) associate with people, siding now with one, now with the other side, creating conspiracies and fighting with each other. This mostly happens in *The Odyssey*, where the goddess Athena helps the hero Odysseus. However, he is on every step being sabotaged by Poseidon, the god of sea. According to tradition, it was Odysseus, the most astute of all the Greeks, who had the idea about the wooden horse. *The Odyssey* tells the story of Odysseus' travels and adventures on his way home after the fall of Troy. The most famous scenes from the story are the battle with the one-eyed Cyclops Polyphemus, the encounter with the sorceress Circe who turned the members of his crew into swine, and the battle in which Odysseus kills all the suitors who had disturbed his wife Penelope.

VIRGIL

Seven or more centuries after Homer, the Romans took control over the Mediterranean. Nevertheless, Greek culture still had an extremely high reputation. Consequently, the Romans gladly associated their own history with that of the Greeks, believing that the Trojan prince Aeneas, who was believed to have escaped to Italy after the destruction of his hometown, was actually their ancestor. Therefore, the greatest Roman poet Virgil (Publius Vergilius Maro, 70-19 BC) had a good

reason for writing an epic poem about Aeneas in which he praised the glory of Rome by describing Aeneas' adventures in detail. Writing under the auspices of the Emperor Augustus, Virgil created the “official” epic, which abounded with allusions about the glorious imperial present in which he lived, alongside the descriptions of a mythic past.

The Aeneid deliberately follows the Homeric tradition, whereby gods (in this case the Roman ones) interfere in the affairs of men. His hero-wanderer Aeneas is hunted by the goddess Juno, while his mother Venus gives him protection. In the most prominent episode, Aeneas is shipwrecked near Carthage and Venus makes sure that Dido, the queen of the city, falls in love with him. However, the supreme god Jupiter commands Aeneas to complete the predestined assignment and leave Carthage. Heartbroken, Dido kills herself.

After a visit to the underworld, Aeneas disembarks in Italy where he participates in numerous battles and adventures. In the end, he marries the daughter of the king of Latins. This is believed to have ensured the imperial destiny of Rome, since, according to Vergil's lavishing version, Aeneas' son Iulus was the progenitor of the gens Julia, the family that Julius Caesar and the Emperor Augustus descended from.

The epics of ancient Greece and Rome have had a lasting impact on western culture, inspiring songs, theatre pieces, operas and a large number of paintings and statues. One complex modern masterpiece – James Joyce's *Ulysses* (1922) – uses the narrative structure of *The Odyssey*. Even though Greek and Latin are no longer mandatory subjects in many schools, millions of readers still read Homer and Virgil's stories in translations.

DID YOU KNOW?

- The earliest known epic poems are the Indian epics *Mahabharata* and *Ramayana*, written in the 11th century B.C.

- The first English epic was the Anglo-Saxon *Beowulf* (7th century), a story about the accomplishments of a hero Beowulf, his battle against the underwater monster Grendel and his mother, and his victory over the dragon when he was an old man.
- *The Poem of the Cid*, a Spanish hero, and *The Song of Roland*, which is about the French heroes Roland and Oliver who sacrificed their lives to protect the army of Charles the Great, are counted among the most famous medieval Christian epics.
- The later epics, such as Camoens' *The Lusiads* and Milton's *Paradise Lost*, are works of art of famous poets who consciously cultivated the divine patriotic or religious themes.

3.3. Commentary and Analysis

Unlike the first article, this text was slightly easier to translate. However, there were some issues I had to resolve in order to produce a successful translation. After reading the article, one can say that it is an easy text with no difficult words and phrases. The style of writing is clear and easily legible, without unusual literary and poetic words. The text is full of general descriptions of epic poems, followed by short summaries of *The Iliad*, *The Odyssey* and *The Aeneid*. The article, though, contains many long Croatian sentences that had to be reduced or broken down in order for them to have the same meaning and effect in English. Moreover, the author frequently uses inversion to emphasize some of the parts of the text, but I could not follow that word order because the result of such a translation would be clumsy.

The most difficult phrase that I encountered in this article can be found in the following sentence: “Najstariji cjeloviti epovi, vrlo različitog ugođaja, nastali su u antičkoj Grčkoj i oduvijek su se pripisivali pjesniku Homeru.”. More precisely, I had trouble translating the phrase “...vrlo različitog ugođaja...” since I could not manage to find a suitable word in English to substitute the Croatian word “ugodaj”. I tried translating the word with several words including ‘mood’ and ‘atmosphere’. I even tried to change the structure of the phrase by slightly altering the meaning, which resulted in “...talking about different issues...” but it was not enough. Eventually, the final solution that I considered to be the best option was “The oldest complete epics, in which a very different tone is set, originated in ancient Greece and the poet Homer has always been accredited for writing them.”.

The next word that I had trouble with translating was the Croatian word “razjareni” in the sentence “No, tada se razjareni Ahilej ipak priključio borbi i ubio najslavnijega trojanskog ratnika, Hektora.” The meaning of the word is certainly familiar to me, but I needed to decide which equivalent in English to use, since there are many. I found it hard to decide whether to use

equivalents such as “angry”, “furious”, “enraged” or some other synonym. However, none of these synonyms was good enough to explain the intention of the author and would not have had the same effect on the reader. The best possible translation that I could come up with is “However, the infuriated Achilles then joined the fight and killed Hector, the most famous Trojan warrior.”.

The phrase that also took up quite a lot of my time, since I had to find a suitable translation is “...pišući pod pokroviteljstvom samog cara Augusta...“. In the beginning, I thought that I had to change the whole structure of the sentence because I did not know this phrase had an equivalent in English. I had to look up all suitable translations on various websites and in dictionaries until I found the perfect match: “Writing under the auspices of the Emperor Augustus...”. When it comes to this sentence, it seems that the Croatian version is a literal translation from English.

Furthermore, the sentence “Time je bila zajamčena imperijalna sudbina Rima, budući da je prema Vergilijevoj laskavoj verziji Enejin sin Jul bio rodočelnik julijevskog roda iz kojeg su potekli Julije Cezar i car August.“ is quite a long Croatian sentence, but I managed to translate it without breaking it down into two separate sentences. Although, the length of the sentence was not the problem here. The first word that I had to look up is ‘rodočelnik’. The problem with this word is that I did not know its meaning until I found it on the website “*Hrvatski jezični portal*”. Only then could I find a suitable translation - “progenitor”. Moreover, before translating the phrase “julijevski rod” I had to do some research and see whether there was an ‘official translation’ of this phrase. In fact, there were a few solutions, but I decided to go with “gens Julia”.

To conclude, as with the first translation, I decided to expand the title of the second article. If I had stayed true to the source text, the title of the target text would have been ‘Classical epics’, which I consider slightly boring and probably plain and uninviting. By expanding the title into ‘Classical epics – The Story of Iliad and Odyssey’, I hoped to create a more inviting and appealing title.

4. TRASLATION OF A FINANCE TEXT

4.1. Introduction

The following article is taken from the newspaper website *Jutarnji.hr*. The website is an official online archive of current and past news, both from our country and the world. Moreover, it contains reviews, travel logs, news about fashion, music, art and culture. This article is a combination of fun and facts. It is a review of how much money Croatia earns from and spends for foreign productions that are filmed in its cities. The author talks about the revenues from several of the most famous TV productions filmed in Croatia, out of which *Game of Thrones* can be singled out.

4.2. Translation

WHICH FOREIGN PRODUCTIONS ARE BEING FILMED IN CROATIA? First Hollywood, now Bollywood

Author: Goran Šikić

Published: October 29th, 2014

If we continue at this pace, total export value of film services will reach 800 million kunas in the next 3 years

Over the past three years, a special “film” story has been heating up in Croatia: thanks to the system of incentives, nine foreign productions have been registered in the first eight months of this year, and they will spend almost 90 million kunas for the shooting of their TV series on locations in Croatia!

Foreign productions have spent almost 60 million kunas on our locations in the past year. On average, two hundred people are hired for the shooting of a single movie or TV series. Alongside

authors, actors, extras and cinematographers, set designers, lighting designers, various scene technicians, illuminators, costume designers, makeup artists, hairdressers and assistants, productions also hire local attendants, boom operators, dozens of drivers, props masters, decorators, cloakroom attendants and finally, catering and accommodation services for a large company of movie actors.

Since films are, apart from Zagreb, usually shot on locations in Istria, Gorski kotar, Lika and mostly in Dalmatia and on the islands, international productions spend millions of kunas for the employment of local workforce in those areas. However, other economic sectors such as tourism, catering industry, construction industry and transport also benefit from it directly.

On average, for every one hundred employees in the film industry come another two hundred to three hundred employees in other industries.

The numbers are very concrete. For instance, the production of the Danish-Swedish film “Itsi Bitsi”, which was filmed in Croatia on locations ranging from Split, Zadar, the island of Pag, Velebit mountain, Rijeka, Opatija, Motovun to Zagreb, has spent more than 9.5 million kunas in Croatia. The paid incentive for the movie totalled 1.6 million kunas.

Game of Thrones

The biggest record-holder in terms of spending is, of course, the US production of the TV series “*Game of Thrones*”, the series with the highest ratings in the HBO history, which spent 38.3 million kunas for the shooting of the season four in Dubrovnik, Split and Klis, and got 7.6 million kunas of incentives for it from Croatia. The “*Game of Thrones*” plans to spend over 43 million kunas and hire about three hundred extras and film workers this year for the shooting of their fifth season, which will take place in Split, Šibenik and Dubrovnik.

Incentives were introduced in 2012 and include a refund of 20 percent of total costs incurred on Croatian territory. During the past two years, in 2012 and 2013, the right to refund was granted to nine international productions including those from the USA, Great Britain, France, Germany, Switzerland, Finland, Denmark and Sweden.

The abovementioned projects have spent almost 11 million euros, that is, over 80 million kunas on Croatian products and services, thus directly contributing to the economy, but also to the promotion of Croatia as a tourist destination. The disbursed amount of incentives, i.e. the return on invested funds amounted to around 15.5 million kunas (around 2 million euros).

210 days of shooting

Season three of the French TV series “*Borgia*” was filmed this year in Croatia, as well as the children’s TV show “*The Secret of the Pirate Treasure*”, directed by Anne Zackrisson for the Swedish public television SVT and the BBC series “*Jonathan Strange & Mr. Norrell*” directed by Toby Haynes. There are also the Dutch-Croatian film “*Full Contact*” by David Verbeek, German sequel of *Winnetou* called “*Winnetou’s wives*” by Dirk Regel, the Slovenian-Croatian documentary “*Houston, We Have a Problem!*” directed by Žiga Virč and the Swiss-Macedonian-Irish-Croatian co-production “*Wait for me*” (“*The Witness*”) directed by Mitko Panov, the shooting of which began in early October.

Indian motion picture “*Fan*” by Maneesh Sharma, starring a world-famous Indian actor Shah Rukh Khan in a leading role, is also in preparation. The filming has successfully begun on September 6th in Mumbai and the shooting in Croatia is expected to start the following year in Dubrovnik.

In 2012, the filming of registered projects in Croatia lasted for 82 days. The following year that number increased to 156, and this year it has even increased to as many as 210 days.

An increase in the number of filming days quite understandably increases the number of overnight stays. That certainly contributes to a longer tourist season since most productions are filmed in spring and in autumn.

Decentralisation

“From the financial point of view, we will notice that the annual income of the export of film services of our incentives model is doubling season after season. 25, 50, 100 million...If we continue at this rate, in three years’ time we will reach 800 million kunas. A hundred million euros per year is a lot of money for one of Croatian cultural branches. Will we succeed? On the one hand, we will have to improve the legal model with respect to some details. What is more important is to ensure the growth of technical bases, depots and studio space. In short, we deserve to celebrate this beginner’s luck, but new challenges await us”, Hrvoje Hribar, the director of the Croatian Audiovisual Centre (HAVC)¹³ commented. This institution is responsible for pushing the aid schemes that have led to the return of international productions to Croatia.

In fact, we should recall that from 1960 to 1990, 145 foreign productions have filmed in Croatia and spent 70 million dollars a year for it. Some of them include Oscar-winning films such as “*Sophie’s Choice*” or “*The Tin Drum*” and big co-production serials such as “*The Winnetou Saga*”, “*The Dirty Dozen*” and “*The Winds of War*”.

However, Hribar added, things that make him happy cannot be solely expressed in monetary terms. He particularly emphasizes the decentralisation of the movie business. Dubrovnik, Split, Rijeka, Šibenik and, in the near future, Zadar, Karlovac and Osijek will gradually become cinematic cities.

¹³HAVC – Hrvatski audiovizualni centar

As is the case in Rijeka and Split, the incentives, the abovementioned numbers, but also the parallel creation of a “film policy” have resulted in a revival of local cinematographers, opening of small film companies and the foundation of local funds.

Bread and status

“If we manage to develop the cultural film education simultaneously and if the school authorities support us at least half as well as the local government does – Croatia may soon become a country of audio-visual industry and audio-visual arts in every sense. Therefore, this fact will become evident to every citizen through cinema, internet and television, whatever becomes of it in the future.

The film (jobs) that come through incentives provide us with bread and status, international reputation and self-esteem. On the other hand, Croatian audio-visual creativity ensures, in Shakespearean terms, a social mirror, an opportunity to focus on and prudently observe our community.

I am glad that we manage to develop both of these qualities in Croatia hand in hand, as parts of the same whole, alongside the indicators of continuing growth”, Hribar concludes.

Dalmatia to star as Jerusalem

When it comes to high budget television productions, among this year’s registered projects are the already mentioned fifth season of “*Game of Thrones*” and the NBC/Universal new crime mini TV series called “*Dig*”, which was filmed in Croatia in September.

The creators of the series are Gideon Raff, the producer of the renowned “*Homeland*”, and Tim Kring, one of the creators of the series “*Heroes*”. Set in Jerusalem, the story follows an FBI agent

who, while investigating a murder, discovers a 2000-year-old conspiracy. The pilot was shot in Jerusalem at the beginning of the summer, but due to the conflicts in that area, NBC sought a new location.

The shooting was initially moved to the USA, to Albuquerque, New Mexico, and later to Croatia. The filming took place in Split, Trogir, Ploče and Dubrovnik. Due to the new developments, the director has even decided to change the script in order for a part of the plot to actually take place in Croatia. The cast also includes more than 15 Croatian actors who use their mother tongue in the series.

4.3. Commentary and Analysis

When it comes to the third article, it is full of finance vocabulary. Moreover, the author uses a slightly higher literary style, forcing the reader to read the text and/or sentence a few times in order for him/her to understand what the author actually wanted to say. Most of the sentences in the source text are very long, thus forcing the reader to concentrate while reading them. This was the reason the translation was quite time consuming and demanding.

The translation of such long sentences caused many problems. First of all, sometimes I could not decide whether to break them down into two separate sentences or leave them whole because I had a feeling the meaning of the sentence would not be the same. The second problem was the appearance of some words in Croatian that I did not know the meaning of. This primarily refers to finance words or phrases such as “sustav poticaja”, “povrat uloženih sredstava”, “zakonski model”, “program potpora” etc. I needed to look up all these phrases and words to be able to translate them with confidence. It was easy to find the appropriate translations for some of them, such as “system of incentives” and “legal model”, but other phrases took up quite some time to translate, resulting in “the return on invested funds” and “the aid schemes”.

The source text is comprised of enumerations, where the author listed all the people who are hired to help in filmmaking. Most of these vocations are familiar to me, so it was not hard to translate the names of these professions. However, there are three problematic professions in Croatian that took up quite some time and research - “osvjetljivači”, “mikromani” and “garderobijeri”. The meaning of these words is clear in Croatian, but I had problems with finding the right equivalents in English. There were several solutions, some of which were not the right choice for this translation. In the end, I opted for “illuminators”, “boom operators” and “cloakroom attendants”.

When it comes to long sentences, as I previously mentioned, they caused many problems. Sentences such as “Povećavanje broja dana snimanja izravno povećava i broj noćenja, posve

razumljivo, što sasvim sigurno pridonosi produžetku turističke sezone jer se većina produkcija snima na proljeće i u jesen.“ and “Prvenstveno zahvaljujući sustavu poticaja i ovim gornjim brojkama, no usporedo s time začinju se i lokalne “filmske politike”, s oživljavanjem lokalnih kinematografa i otvaranjem malih filmskih poduzeća, te utemeljenjem lokalnih fondova kao što je to slučaj u Rijeci i Splitu.“ were lacking cohesion and coherence and were quite exhausting to read. I needed to decide whether to leave them whole or write two separate sentences in order for them to have the same effect on the reader. The purpose of the breakdown is clarifying the meanings of the sentences, which is something the author clearly failed to do. The first example was broken down into two separate sentences that gave an easy flow to the sentence: “An increase in the number of filming days quite understandably increases the number of overnight stays. That certainly contributes to a longer tourist season since most productions are filmed in spring and in autumn.” The second example resulted in the following translation: “As is the case in Rijeka and Split, the incentives, the abovementioned numbers, but also the parallel creation of a “film policy” have resulted in a revival of local cinematographers, opening of small film companies and the foundation of local funds.”. Here, I made some small alterations and changed the word order, thus improving the whole structure and clarifying the sentence which was clumsy and redundant in Croatian.

The subheading “Dalmacija glumi Jeruzalem” was the final major problem for me in this article. Even though it sounds easy, and the translation should not be problematic, I had a lot of trouble finding the right solution. The word “glumi” has its equivalent in English, “to act”, but it was not a good choice here. I had to find a suitable phrase to substitute, since literal translation would have been clumsy and unnatural in the target language: “Dalmatia to act as Jerusalem” or “Dalmatia plays/as Jerusalem”. Instead, I chose “Dalmatia to star as Jerusalem” which sounds much better and more natural in English.

5. TRANSLATION OF AN ARTICLE ABOUT BREWERIES IN THE CZECH REPUBLIC

5.1. Introduction

The final text that I chose to translate for the purpose of this B.A. thesis is another article from the *Meridijani* magazine. As I previously mentioned, *Meridijani* magazine contains various articles about history, travelling, geography and animals, but this particular article is interesting because it talks about Prague in general, but it also lists Prague's most famous types of beer and breweries. It also describes numerous ways of beer production and how beer is distributed around the world. There is a separate article added to the original one about pubs in Prague that serve all these types of beer, but that article is not included in the translation.

5.2. Translation

Note!

The source text contains one more section about famous pubs in Prague. This section is not included in the translation because it is quite long, so the length of the article and its translation would exceed the limits of this thesis.

In pursuit of a thousand-year-old Czech tradition of beer making

- Through streets of Prague and beyond...

Long brewing tradition. Beer production in the Czech Republic is one of the most famous industrial branches of that Central European EU member state. The old peoples who had lived in that area before the Slavs, the Celts and the Germanic people, were familiar with same form of technology of beer making. Nevertheless, the Slavs gave the basic “flavour” to the beer we know today, and introduced hops in its production. Hops cultivation in North-western Czech Republic has been cultivated since the 9th century. Hops conserve the beer and give it a distinctive flavour. Today, beer can be hardly imagined without it. Neatly cultivated fields and the characteristic wire constructions on which the hop stems climb can often be seen while passing through the Czech Republic.

The main ingredients of beer are water extract of malted barley (more rarely malted wheat), hops, water and brewer’s yeast. The Czech Republic is a country where, in addition to the hop fields, we can see vast green areas planted with barley. Any traveller who has any knowledge about brewing immediately thinks that beer must flow in streams in this country. This is partly true, considering the annual amount of beer produced in the Czech breweries. However, not many know that the quality of beer greatly depends on the water that is used in the beer making. If the water is of high quality, the beer will be better.

The most famous brewery that uses high quality water, even though all Czech breweries use high quality water exclusively, is the one in České Budějovice¹⁴, where the famous Budweiser beer is produced. Water is obtained here from a more than a 300-meter-deep well, and is so suitable for beer production that it needs no regulation and treatment before the production of beer. High quality water can also be found in the Royal Brewery of Krusovice, situated around 40 kilometres outside Prague,

¹⁴Budweis

on the road to Karlovy Vary, and in Plzen, where the Pilsner Urquell beer is produced from very soft water by using a special process.

A visit to the brewery in České Budějovice. A stroll through the Budvar brewery in České Budějovice, where one of the most famous beers in the world is produced, is an incredible experience for all beer lovers. For 200 CZK (around 55 kunas), the friendly staff will take the visitors through the brewery plants, from the famous well from which the water from a 300-meter-deep underground lake is pumped, to the machines for filling and labelling beer bottles. Finally, something unusual – tasting of unpasteurized beer in the brewery cellar. The beer comes out of a container at the temperature of 1 degree Celsius, and warms at the speed of 1 degree Celsius per minute, so the longer you wait, the warmer your beer will be. A truly unforgettable experience!

The Budejovický Budvar Brewery was founded in 1785 when the Czech Republic was under the rule of the Austro-Hungarian Empire. The name Budweiser itself can be confusing. Budvar (or Budweiser) is the name of the local Czech beer, but it is also the name of the same beer in Germany and America. The confusion began in 1876, when an American brewery interfered and started producing Budweiser beer. After many years of disputes over “copyrights” for this traditional Czech beer, in 1911 the Czech and the American breweries agreed that the American brewery would keep the American market, while the Czech brewery would keep the European market. The dispute over the name continued, but after the collapse of Austria-Hungary in 1918, and especially after the WW II, when many new countries were created – the disputes over the beer and the right to it also continued. Fortunately, this did not affect the quality of the traditionally good Budvar lager!

The brewery in České Budějovice produces several types of beer. The most notable is the abovementioned Budějovický Budvar lager that contains five percent of alcohol. Wheat beer is also produced, but it is relatively unpopular.

The Royal Brewery of Krusovice is the oldest. One of the oldest breweries in the Czech Republic, the one in Krusovice, is situated not far from Prague, down the road that leads to the famous Czech spa Karlovy Vary. Nothing like the lavish Budvar brewery, whose entrance is made of semi-transparent blue glass, this brewery with a small pub located in a small wooden house bears more resemblance to a “real” brewery. A yard full of metal barrels for beer transport, parked trucks with the Krusovice logo, small loading and unloading forklift trucks, cisterns.

Next to the spacious beer production plants, in the parking lot outside the brewery, two small chalets can be found, as if they were put there by accident. You can buy glasses, beer mugs, souvenirs or gift bags with beer in the first one, while in the other you can eat the famous Czech sausages or drink a glass of the excellent and well chilled dark or light Krusovice beer. A sausage with spicy mustard along with a sizable slice of bread on a square cardboard plate and a glass of cold Czech beer, the foam on top of which is so firm that you can lay a coin on it, is a memorable lunch, and all this overlooking the lake in the middle of which hums a spring.

Krusovice Brewery is one of the oldest manufacturers of traditional Czech beer, the production of which has not ceased to this day. It was founded in 1581, and from that year a written document that mentions the existing brewery originates, even though beer was produced at this location far earlier. It bears the name *royal* because it was owned by the Czech kingdom and the king-emperor Rudolf II for more than 100 years, since 1583.

Krusovice Brewery uses aromatic hops that are produced outside the city of Žatec. Moreover, water from the forested area Křivoklát, which is suitable for beer production, can also be used. The top selling beer from Krusovice is the musketeer lager, produced from four types of barley malt. Their dark beer Krušovice Cerne, with a distinctive, sweet caramel flavour and slight bitterness of hops is also famous. Moreover, there is also a light lager, a standard high-quality Czech beer. All the beers from Krusovice are marked with geographical indication. Because of their quality, which includes an

excellent aroma, taste, golden colour and other attributes that only a great beer has, these beers have won many prizes in numerous beer competitions. Several years ago, Heineken bought the Krusovice Brewery. Many breweries in the Czech Republic suffered a similar fate, but we believe that these changes did not affect the traditionally good and high quality Czech beer, one of a kind in the world.

One may wonder which beer is better: Budweiser or Krušovice. But wait! You still have not tried Pilsner, Kozel, Staropramen, Gambrinus, Branik and many more types of beer that are produced in the Czech Republic, a country where city traffic or knowledge of foreign languages may be bad, but not the beer!

Pilsner Urquell Brewery. Plzen is a city in western Czech Republic, situated around a hundred kilometres from Prague. It is a medium sized city; it has about 170.000 inhabitants and a very long tradition. It was founded in 1290 by the Czech king Wenceslaus II, and is full of interesting, valuable buildings and monuments from its dynamic past. It mostly developed in the 19th century thanks to the Škoda automobile industry. However, the town still owes most of its reputation to beer!

In the courtyard of the brewery, situated in the Prazdroje Street at no.7, a visitor area is designed with great care and a sense of tradition that is jealously guarded by this brewery. In addition to the Pilsner Urquell Gift Shop and the pub, there is also a restaurant and a museum in Veleslavinova Street 6, that houses a very interesting exhibition about the production of beer from past to present, about the fermentation process, pasteurization and ripening, or resting¹⁵ (hence the name leža'k¹⁶ lager). In the museum, one can feel the atmosphere of times gone by and see how beer was produced and consumed in the Middle Ages. Moreover, it is particularly interesting to see the late Gothic malt house and a replica of a pub from the beginning of the 20th century, as well as the old methods of growing barley and hops. You can also buy beer, glasses, beer mugs and souvenirs here. All activities connected with tourists are somewhat separated from breweries and plants for the production of beer,

¹⁵ Resting – odstajati, ležati

¹⁶ “leža'k” comes from “ležati” which means to be in a lying position, i.e. resting

and the cellars can be entered only with organized visits. The cellars of the brewery are buried deep underground, with long rows of barrels. To see them is a real attraction.

The brewery in Plzen is also very old. Already in the late 13th and into the 14th century, a brewery was situated in the area and malt production was up and running.

The beer is produced using the so-called Plzen procedure. The first lager beers were dark, so the city of Plzen won the championship in the production of the first light lager beer (in 1842). Nowadays, Plzen beer has on average five percent of alcohol, and is made by fermenting the malt with 11 to 13 percent of the extract. The malt is made from very soft water and very bright malt. Classic pilsner (or Plzen beer) is characterized by a floral hop aroma and a bitter aftertaste. The original Plzen beer with Pilsner Urquell label is produced only in Plzen, and only with the saaz cultivar of hops. This brewery also produces the famous Czech Gambrinus beer of very good quality, which is served in numerous pubs in Prague.

The Plzen brewery is a leading brewery in Central Europe. Moreover, it is the largest exporter of beer to more than 50 countries of the world, and its beers are particularly popular in the Czech Republic, Austria and Germany. A great majority of golden lager beers in the world are actually a good or a bad imitation of the Plzen type of beer. Since March 1999, the Plzen brewery and Velke Popovice Brewery have had a new owner – the South African brewery (South African Breweries, plc.).

Velkopopovický Kozel. “...*After that they went further away from each other and some time later Vodička’s voice could be heard from round the corner of the other row of huts: ‘Švejk, what kind of beer do they have at The Chalice?’ And Švejk’s answer came like an echo: ‘Velkopopovický.’*...”¹⁷

Not far from Prague, a small Czech municipality Velke’ Popovice first mentioned in the 16th century, as well as its local brewery, is located. At that time, Popovice was owned by the Hyrslow family

¹⁷ Hašek, Jaroslav, *The Good Soldier Švejk and his fortunes in the world war*; digitalised by RevSocialist for SocialistStories; e-book, p. 394

from Chod, and even then, the beer was exceptional. Following the turbulent times of the Thirty Years' War, the estate of Velke' Popovice had often changed owners. In 1870, the estate was bought by František Ringhoffer, the mayor of Smíchov, who set up a brand new brewery and equipped it with excellent, modern technology. When the first beer was produced in 1874, the history of Velkopopovický Kozel began. Its famous logo – a horned goat's head – was designed by a wanderer, a French painter, as a token of gratitude for the hospitality that he received in Popovice, where he had stayed longer than planned. The unknown hero who could not have known that this beer would one day be chosen by the writer Jaroslav Hašek for his unknown soldier, the good Švejk, a wanderer by force of circumstance through the madness and darkness of WWI!

The war itself slowed the rapid development of the Velke' Popovice brewery. However, after the war, the Kozel quickly rose back up, and the market for it was increasing constantly. After WWII, the brewery became a national company, but thanks to the employees' dedication – to whom the quality of the beer was in the first place – Kozel has remained one of the best and most popular Czech beers.

Nowadays, the brewery and the area around it look like a lavishly landscaped park. A small barn with a mother goat and two colourful kids has recently been built, which is a special children's attraction. Children can also buy corn flakes at a nearby wending machine, and feed the gentle and playful “kozle”.¹⁸ With its neatly mowed lawns, tall pine trees, walkways and beautifully decorated building facades, the Velke' Popovice brewery has undoubtedly enriched this part of the Czech Republic. The care for it can be seen at every turn. It is as if the whole place carefully enshrines the tradition whose reputation, by twist of fate, has stepped into the world of literature. This brewery has also fallen into foreign ownership. In 2002, it merged with the Radegast company and the Pilsner Urquell brewery, which resulted in the formation of the Plzensky Prazdroj joint stock company, owned by the South

¹⁸ Kids (transl.)

African Breweries plc., but Velkopopovický Kozel is still an excellent Czech beer, as it has always been.

The greatest beer drinkers in the world. In Czech pubs, you can drink a glass of good beer and experience this beautiful country not only through its notable monuments and its turbulent history, but also through the eyes and the palate of an ordinary, *little* man, who with every sip cherishes the tradition so characteristic of the Czech people. The Czech truly are the greatest beer drinkers in the world. The former inhabitants of the territory of the present day Czech Republic, the Celtic, Germanic and, later, Slavic tribes, produced beer and often called it “liquid bread”.

In the Czech Republic, there are also records about the production of beer. There is something of a manual entitled “*Beer and how to make it*” by the Czech humanist Tadeáš Hájek from 1588. In 1869, at the initiative of Schari, Jan Nepomuk’s brewer, the first school for manufacturers of malt was opened in Prague. The Czech celebrate St. Wenceslaus as the patron saint of beer, and the people also celebrate the “King Ječmínek” (barley), who holds a sceptre decorated with barley.

[...]

5.3. Commentary and Analysis

The fourth article was by far the most difficult text to translate. It consists of a large number of long sentences, which are sometimes hard to translate if they are not broken into shorter sentences. Their translation would otherwise be clumsy and unnatural in English. The author wrote the article using some unusual Croatian words instead of more common ones. Of course, as the result of the use of those words, the text sounds sophisticated and poetic, which was the author's intention in this article all along. Moreover, short exclamatory sentence such as "Nezaboravan doživljaj!" were somewhat problematic because they could not be translated literally. In order to make it sound English, I needed to add an adverb to this exclamatory sentence to improve the flow of the text in English – "A truly unforgettable experience!". Another problem was the continuous use of inversion, which the Croatian literary style is famous for. Overall, the text is very attention grabbing, and it provides a lot of interesting information about Czech breweries, but also about the towns in which these breweries are located, which can be very useful for tourists if they decide to visit.

My first encounter with a longer sentence was at the very beginning of the text, and it continued throughout the entire article. Sentences such as "Hmelj konzervira pivo i daje mu karakterističnu aromu bez koje to piće danas teško možemo i zamisliti.", "I na kraju još nešto neobično - degustacija nepasteriziranoga piva u podrumu pivovare koje iz kontejnera izlazi na temperaturi od 1 °C i u čaši od 2 dcl zagrijava se brzinom od jednoga Celzijeva stupnja u minuti pa, koliko minuta pričekate, toliko će vam pivo biti hladno" and "Pivovara u Češkim Budejovicama proizvodi nekoliko vrsta piva od kojih je najpoznatiji spomenuti budejovicki budvar lager koji sadrži pet posto alkohola" are three most prominent examples. They are without a doubt very hard to translate literally or in any way that does not include breaking them into shorter sentences. After the breakdown, the translation went smoothly ("Hops conserve the beer and give it a distinctive flavour. Today, beer can be hardly imagined without it.", "The brewery in České Budějovice produces several types of beer. The most notable is the abovementioned Budějovické Budvar lager that contains five

percent of alcohol.”). When it comes to the third example, the problem was not only in the length of the sentence, which was reduced, but also in the way the sentence needed to be altered in English so that it would convey the same meaning. As can be noticed, the last part of the sentence in Croatian (“...zagrijava se brzinom od jednoga Celzijeva stupnja u minuti pa, koliko minuta pričekate, toliko će vam pivo biti hladno.”) needed to be changed so that it sounded natural in the target language. By deciding not to stay true to the source text and by making some minor deviations, I managed to keep the original meaning of the sentence and maybe even improve it: “...warms at the speed of 1 degree Celsius per minute, so the longer you wait, the warmer your beer will be.”

The next prominent issue was the translation of the phrase “ali ono nije toliko zastupljeno“ in “Proizvodi se i pšenično pivo, ali ono nije toliko zastupljeno.“ I had considerable amount of trouble with the translation of this phrase because the literal translation of the clause sounds redundant. I had thought about several solutions, but in the end, I opted for the slightly altered meaning, which resulted in „...but it is relatively unpopular”.

When it comes to the most problematic sentence in this text, “No, pivo je njegov glas ipak najdalje pronijelo!“, I must say that I knew from the beginning that the literal translation of it could not be considered to be a good translation. I needed to find a way to translate this sentence into English without changing its meaning, because the translation would suffer a great loss if I changed the original version. Since this sentence can be considered poetic and stylistic, I needed to find a suitable solution so it would have the same effect in English. Moreover, this is an exclamatory sentence, so it was necessary to stay true to the source text and translate it as an exclamation into English as well. I decided to make the sentence minimalistic, but also to retain the higher literary style that the author employs in the text. After making some deviations but still managing to keep quite the same meaning, the final translation was: “However, the town still owes most of its reputation to beer!”.

6. CONCLUSION

This thesis has dealt with the translation of four different articles, each belonging to a different literary genre. After each translation, an analysis is provided which explains the various problems encountered during the translation of that article and gives a short commentary of the most problematic examples.

As with most translation assignments, the present one was not without issues. A satisfactory translation required consulting various dictionaries and searching for examples and doing extensive research on the internet. Moreover, an additional difficulty resulted from the stark difference between the languages being translated – English and Croatian. First, these languages come from two distinct language families. While English is a Germanic language, Croatian is a Slavic one and, consequently, there were often no equivalents to be found. A proper translation required intensive research and careful consideration to find the expressions appropriate to the specific context being translated. Second, English and Croatian use different sentence structures. For example, Croatian, unlike English, uses many inversions and the sentences are often much longer and more complex. In order to provide a translation that is not only clear but also true to the original meaning, many alterations had to be made. Since these require both technique and sustained creativity, they were the most time-consuming part of the translation process.

Nevertheless, all a translator can do is to dedicate himself/herself to the task and put all his/her effort into producing an imperfect, but the best possible version of the original to the best of their ability. Since that is what was done here, the overall result was satisfactory and will hopefully be for the reader as well.

APPENDICES

APPENDIX A

BUGARSKA PRIJESTOLNICA — Sofija

SOFIJA JE, S 1,3 MILIJUNA STANOVNIKA, NAJVEĆI GRAD BUGARSKE TE UJEDNO NJENO ZNANSTVENO, KULTURNO I POLITIČKO SREDIŠTE. U GRADU SE OSJEĆA UTJECAJ CIVILIZACIJA ISTOKA, ZAPADA, ISTOČNE KATOLIČKE CRKVE, STOLJETNE OSMANLIJSKE VLADAVINE TE NOVIJE RAZDOBLJE KOMUNISTIČKE I POSTKOMUNISTIČKE EPOHE

Kanite li posjetiti Sofiju, planirajte barem dva dana za obilazak gradskih znamenitosti u centru grada i na periferiji. Cijelo se središte grada može obići pješice u jednom danu, laganom šetnjom. Želite li obići Nacionalni povijesni muzej i Bojansku crkvu sv. Nikole i Pantelejmona na periferiji, u podnožju planine Vitoše, planirajte barem još koji dan turističkoga boravka u gradu. Cijene hrane i pića uglavnom su podjednake kao i u Hrvatskoj, a hotelski je smještaj nešto jeftiniji. Većina kulturno-povijesnih znamenitosti može se obići izvana te za njihov obilazak ne treba plaćati posebne ulaznice (osim za muzeje).

Duh grada podsjeća na ostale istočnoeuropske metropole poput Skopja, Bukurešta ili Beograda, u kojima se i danas osjeća isprepleten spoj bizantske i turske povijesti s razdobljem moderne komunističke i postkomunističke epohe. Središnje gradske ulice, posebice bulevar Vitoša, uvijek su prepune prolaznika i sve većega broja turista. Iako Sofija nema znamenitosti i privlačnost velikih srednjoeuropskih i zapadnoeuropskih metropola, grad vrijedi posjetiti te osjetiti dašak spoja zapadne i istočne kulture.

Nabavite nešto domaće valute. Sofija je podijeljena na pet okruga — Oborište, Sredec, Vazrazdane, Mladost i Vitoša koji su međusobno povezani autobusnim, tramvajskim, trolejbusnim i linijama podzemne željeznice. Gradski je metro izgrađen 1998. godine i ima dvije osnovne linije ukupne duljine 39 km, a trenutno je u pripremi i treća linija pa komunikacija širim gradskim područjem nije problem. S ostatkom svijeta grad je pak povezan željezničkim, autobusnim i zračnim linijama, a zračna luka Sofija – Vraždebna (Vrazhdebna) udaljena je oko 40 minuta vožnje taksijem. Ako nemate bugarsku valutu lev, a vozite se taksijem, dobro je znati odnos leva prema euru ili nekoj drugoj valuti kojom se koristite jer su bugarski taksisti skloni varanju pa vam se može dogoditi da umjesto 15 platite 25 eura protuvrijednosti. Stoga je uvijek najbolje unaprijed dogovoriti cijenu prijevoza do hotela i preračunati vrijednost u stranoj valuti. Leve je najbolje nabaviti u nekoj hrvatskoj banci. Vjerojatno ćete ih morati naručiti, no obavezno pri dolasku imajte nešto domaće valute upravo zbog prijevoza iz zračne luke do grada.

Šarolika arhitektura. Gradska je arhitektura vrlo raznolika, od siromašne periferije u kojoj se još jako osjeća razdoblje ogoljene komunističke arhitekture, do središta grada u kojem se mogu vidjeti tragovi svih povijesnih razdoblja, od antičke Serdike, srednjovjekovnih crkvi, preko turskoga kupališta i džamije, do modernih neoklasicističkih zgrada kasnoga 19. i početka 20. stoljeća, kao i modernih građevina nastalih u posljednjih 50-ak godina. Brojne nove zgrade multinacionalnih kompanija i banaka grade se u svim dijelovima grada te se on neprestano širi prema obližnjoj planini Vitoši i okolnom području.

Uz šaroliku arhitekturu grad krasi brojne zelene površine i parkovi, od kojih treba izdvojiti Borisovu gradinu. Gradom teku rijeke Vladaiska i Perlovska, a Sofija je znana i po termalnim i mineralnim izvorima. U blizini se nalazi nacionalni park Vitoša, osnovan 1934. godine, poznat kao skijalište i rekreacijska zona ovoga dijela Bugarske.

Antički ostaci u srcu grada. Prvobitno je naselje na ovom mjestu još u 5. stoljeću pr. Kr. osnovalo tračko pleme Serdi. Krajem 1. stoljeća pr. Kr. osvojili su ga Rimljani. Grad je pod imenom Serdika administrativno i političko središte Trakije sve do 447. godine kada ga razaraju Huni. Ostatci Serdike vrlo su dobro konzervirani i mogu se vidjeti u cijelom gradskom središtu. U prvoj polovici 6. stoljeća bizantski car Justinijan I. obnavlja grad pod imenom Sredec, a početkom 9. stoljeća grad osvajaju Bugari. U narednom razdoblju gradom vladaju Bugari i Bizant sve do 1382. kada ga osvajaju Turci. Tijekom duge turske vladavine grad mijenja ime u Sofija koje je ostalo do današnjih dana. Godine 1878., tijekom Rusko-turskoga rata (1877. — 1878.), grad osvajaju Rusi pa već iduće godine postaje prijestolnica samostalne bugarske države koja 1908. godine postaje kraljevina. Godine 1944. ruska vojska zauzima grad i on ostaje pod ruskim komunističkim utjecajem sve do 2007. godine kada Bugarska ulazi u sastav Europske unije. Dobar uvid u bogatu povijest Bugarske i Sofije, od prapovijesti pa do modernoga doba, pruža Nacionalni povijesni muzej smješten u četvrti Bojana. U tom se velikom muzeju čuva više od 650 000 predmeta, ali je, zbog ograničenoga prostora, izloženo samo 10 000 najzanimljivijih. Od ulaska Bugarske u Europsku uniju Sofija postupno mijenja izgled pa je danas moderan europski grad u kojem se ipak osjećaju snažni utjecaji prošlih vremena.

Što treba vidjeti? Zanimljivi su sakralni objekti, svakako Bojanska pravoslavna crkva iz razdoblja srednjovjekovne bugarske države, koja je građena u nekoliko faza od kraja 10. do sredine 13. stoljeća. Smještena je u predgrađu Sofije u četvrti Bojana, okrug Vitoša. Crkvu krase nekoliko slojeva srednjovjekovnih freski, a od 1979. je na listi svjetske baštine UNESCO-a. Crkveni kompleks, koji se sastoji od triju zgrade, jedan je od najcjelovitijih i najbolje očuvanih spomenika srednjovjekovne umjetnosti na području istočne Europe.

Vrijedi posjetiti i raskošnu katedralu Aleksandra Nevskoga iz 1882. godine, izgrađenu u novobizantskom stilu. Riječ je o jednoj od najvećih pravoslavnih katedrala na svijetu, nazvanoj prema srednjovjekovnom ruskom princu Aleksandru Nevskom (1221.-1263.) koji je 1547. proglašen svecem.

U samom središtu grada, u dvorištu hotela Sheraton, vrijedna je malena, kasnoantička kršćanska crkva izgrađena od crvene opeke — Rotunda sv. Jurja. Uz ostatke Serdike, staroga antičkog grada, predstavlja pravu turističku atrakciju.

Za posjet je vrlo privlačna i turska džamija Banja baši koja je bila sastavni dio javnoga kupališta, podignuta u drugoj polovici 16. stoljeća. U samom središtu grada, do zgrade bugarskoga parlamenta, zanimljiva je i malena srednjovjekovna kršćanska crkva sv. Petka. Crkvica je vjerojatno sagrađena u razdoblju kasnoga srednjeg vijeka. Blizu je i novija ruska pravoslavna crkva sv. Nikolaja iz 1914. godine, kao i ostatci javnoga kupališta, odnosno turske kupelji, koje je bilo u funkciji od 16. do početka 20. stoljeća.

Muzeji i zanimljivi objekti. Od muzeja vrijedi posjetiti Nacionalni arheološki muzej koji se nalazi u bivšoj džamiji, uz predsjedničku palaču i Nacionalnu banku, koji čuva brojne arheološke predmete vezane uz staru povijest Bugarske i Sofije, kao i Prirodoslovni muzej. Taj muzej djeluje u zgradi podignutoj 1889. u neoklasicističkom stilu i u njemu se mogu razgledati zbirke prepariranih životinja, ptica, kukaca te raznovrsnih minerala i stijena pa može biti privlačan mladima.

Od objekata je zanimljiva Nacionalna palača kulture — moderna zgrada izgrađena 1981. godine koja je 2005. proglašena najboljim svjetskim kongresnim centrom. U njoj se održavaju brojni koncerti velikih svjetskih pop i rock glazbenika. U predivnoj građevini izgrađenoj u razdoblju od 1940. do 1953. godine smještena je Nacionalna knjižnica sv. Ćirila i Metoda. U gradskom je središtu i Nacionalno kazalište „Ivan Vazov“ osnovano 1904. godine, u kojem se uglavnom izvode klasična umjetnička djela, kao i nešto stariji objekt iz 1891. godine u kojem djeluje Nacionalna opera i balet. I za kraj ili početak aktivnoga vikenda ili produženoga odmora u glavnom gradu Bugarske, prepustite se šetnji bulevarom Vitoša, središnjom gradskom ulicom. Na obje strane te velike trgovačke ulice možete pronaći brojne prodavaonice poznatih modnih tvrtki.

Što jesti i probati? Bugarska je kuhinja vrlo slična ostalim tradicionalnim kuhinjama istočnoga Balkana. To je spoj slavenske, grčke, orijentalne i talijanske kuhinje. Rakija i votka mogu se naći na gotovo svakom popisu pića. Tradicionalna jela varijacija su raznih variva, pita sličnih bureku te raznih jela od svih vrsta mesa — janjetine, kozetine, govedine, svinjetine i piletine. Najviše se rabi svinjetina koja se često miješa s govedinom i janjetinom. Riječne i morske ribe također su vrlo zastupljene. Kao i u obližnjoj Makedoniji, Srbiji, Grčkoj i Turskoj, razne se vrste mesa najčešće pripremaju na roštilju uz obilje povrća. Kao i u drugim jelovnicima protkanim istočnjačkom kuhinjom, razne se vrste bureka najčešće nude uz tradicionalni jogurt.

Za predjelo možete probati kobasice, primjerice blago začinjenu lukanku, jače začinjeni sudžuk, krvavice i šunku elenski but. Volite li variva i juhe, preporučujemo vam da probate tarator - hladnu juhu od jogurta, nasjeckanih krastavca i raznolikih začina, juhu od rajčice sa sirom, varivo od boba (bob-čorba), tripice, kokošiju juhu s rezancima te punjene paprike i sarmu. Tradicionalna bugarska salata je šopska salata, a tu su i razne vrste salata od kupusa i graha. Uz njih se na jelovnicima često mogu pronaći i salate karakteristične za tursku kuhinju. Od mesnih jela predlažemo razne vrste okruglica na roštilju, primjerice obične ili punjene, tatarske ćufte, kebabče, svinjske odreske pržola te kobasice karnače i nadenica. Na roštilju pripremaju povrće, a najčešće patlidžane i paprike. Volite li kruh, svakako probajte tradicionalnu bugarsku pogaču. Od slastica kušajte pite, baklavu, mekice (pržene pogačice s raznim vrstama pekmeza i jogurtom) te palačinke. Uz njih se na jelovnicima mogu pronaći i brojne orijentalne slastice karakteristične za tursku kuhinju.

Još poneka zanimljivost. Za kraj, evo još malo informacija i statističkih podataka. U Sofiji danas živi nešto više žena nego muškaraca (odnos 1,1 naprema 1), stopa nataliteta je 12,3, a mortaliteta 12,1. Većinu stanovništva čine Bugari (96,4 posto), a najveće su manjine romska (1,6 posto) i turska

(0,6 posto). Tijekom postkomunističke tranzicije posljednjih 20-ak godina grad je postao važno ekonomsko središte istočne Europe, a posebice nakon ulaska Bugarske u Europsku uniju sredinom prošloga desetljeća. U posljednjih je 10 godina Sofija postala središte brojnih međunarodnih multinacionalnih kompanija, a u gradu se snima i sve više filmova u međunarodnoj koprodukciji (primjerice *Plaćenici 2*, nova verzija *Conana barbarina*, *Crna dalija*, *Hitmen: Agent 47*, *Ugovor*). Sofija je poznata i po sportskim momčadima, od kojih se ističu četiri nogometna prvoligaša (CSKA, Levski, Lokomotiv, Slavija) i košarkaški prvoligaši Lukoil Akademik, dvostruki finalist Kupa europskih prvaka (današnje Eurolige) 1958. i 1959. godine. Zbog svega nabrojenoga, ako nikad niste bili u Bugarskoj, posjetite barem njenu prijestolnicu — Sofiju.

TEKST: Mladen Tomorad

Source:

Meridijani Magazine, number 188, November 2015, pg. 41-45

APPENDIX B

Klasični epovi

Epovi se ubrajaju u najstarija sačuvana književna djela. Oni su u znatnoj mjeri oblikovali kulture ranih civilizacija, uključujući antičku Grčku i Rim. Grčka i Rim su pak, s druge strane, imali presudan utjecaj na suvremene kulturne tradicije.

Ep je u osnovi duga priča u stihu, u kojoj se najčešće obrađuje kakva uzvišena tema, poput sudbine nekog naroda, ili pak neka religiozna ideja. Nerijetko se takva tema odnosno ideja prikazuje kroz djelovanje kakvog junačkog pojedinca koji upada u najraznolikija iskušenja i pustolovine te donosi sudbinske odluke. Neki su epovi "tradicionalni", oni neposredno odražavaju ljudska iskustva; druge su oblikovali pojedini pjesnici u domoljubne ili religiozne svrhe. Do danas su sačuvani bitni dijelovi Epa o Gilgamešu, koji je bio prvobitno zapisan na glinenim pločicama u Sumeriji, otprilike 2000 godina pr.Kr. Ep opisuje traganje ratnika Gilgameša za vječnim životom. Najstariji cjeloviti epovi, vrlo različitog ugođaja, nastali su u antičkoj Grčkoj i oduvijek su se pripisivali pjesniku Homeru. To su *Ilijada* i *Odiseja*, djela koja su Grci štovali poput svetih knjiga.

HOMER

Legenda opisuje Homera kao slijepog barda (usmenog pjevača) koji je običavao deklamirati svoje pjesme u velikoj dvorani nekog plemenskog prvaka prateći se na liri, glazbalu nalik harfi. No, budući da se o Homeru ništa pouzdano ne zna, znanstvenici se još uvijek spore oko toga je li Homer spjevao jedan ili oba velika grčka epa ili pak nije spjevao nijedan od njih.

Valja pretpostaviti da je u početku postojala neka tradicionalna jezgra stavljena od grčkih narodnih priča i pjesama iz koje su se s vremenom razvili spomenuti epovi. Prenošene usmenom predajom, usavršavale su ih generacije pjesnika prije no što su konačno zapisani, otprilike u osmom stoljeću pr.

Kr. a zapisao ih je jedan "Homer", ili čak više njih, koji su zapravo preradili, oblikovali ili dotjerali postojeće priče.

Homerski su epovi proizašli, dakle, iz niza priča - vjerojatno dijelom mitskih i dijelom povijesnih - koje su bile poznate svakom Grku. Opisivale su uzroke, tijek i posljedice trojanskog rata. Taj je rat izazvao trojanski kraljević Paris otevši Helenu, ženu spartanskoga kralja Menelaja. Menelajev brat Agamemnon, mikenski kralj, pozvao je potom sve ahejske vladare u ratni pohod protiv Troje ne bi li vratio Helenu ili se pak osvetio za nanesenu uvredu. Nakon desetogodišnje bezuspješne opsade grada Troje, Grci su prevarili svoje protivnike tako što su se lažno povukli, ostavivši za sobom velikog drvenog konja punog vojnika. Trojanci su, oduševljeni zbog pobjedničkog svršetka rata, složno dovukli konja u svoj grad izazvavši tako vlastito uništenje.

Različiti dijelovi priče o trojanskom ratu i događajima koji su uslijedili nakon njega - uključujući zbivanja vezana uz povratak pobjedonosnih grčkih kraljeva njihovim domovima, uvijek su se iznova koristili u bogatoj književnoj tradiciji Grčke. *Ilijada* obrađuje jednu izdvojenu epizodu, koja se odigrala pri kraju tog dugog rata. U njoj se Ahilej, najveći grčki ratnik, zavadi s Agamemnonom i ljutito povlači u svoj šator, odbijajući sudjelovati u borbama. Zbog toga je tijekom rata za Grke, sve do pogibije Ahilejeva ljubljenog prijatelja Patrokla, bio vrlo nepovoljan. No, tada se razjareni Ahilej ipak priključio borbi i ubio najslavnijega trojanskog ratnika, Hektora.

U homerskome svijetu bogovi (iako uglavnom nevidljivi) opće s ljudima, pristajući sad uz jednu, sad uz drugu stranu, stvarajući zavjere i boreći se međusobno. To se velikim dijelom događa u *Odiseji*, gdje junaku Odiseju pomaže božica Atena, ali ga na svakom koraku ometa bog mora Posejdon. Po tradiciji je upravo Odiseju, najlukavijem među svim Grcima, sinula ideja o drvenom konju. Odiseja pripovijeda o Odisejevim putovanjima i pustolovinama na povratku kući, nakon pada Troje. U najpoznatije epizode valja ubrojiti borbu s jednookim kiklopom Polifemom, susret s čarobnicom Kirkom koja je članove njegove posade pretvorila u svinje, te borbu u kojoj je Odisej poubijao prosce koji su dosađivali njegovoj ženi Penelopi.

VERGILIJE

Sedam ili više stoljeća nakon Homera Rimljani su zagospodarili Mediteranom. Unatoč tomu, grčka je kultura i dalje imala izvanredno velik ugled pa su Rimljani, vjerujući da je trojanski kraljević Eneja za kojeg se smatralo da je nakon propasti rodnoga grada izbjegao u Italiju, ustvari njihov predak, rado povezivali vlastitu povijest s poviješću Grka. Zbog toga je najveći rimski pjesnik Vergilije (Publius Vergilius Maro, 70.-19. pr. Kr.) imao dobar razlog da napiše ep o Eneji u kojem je, detaljno opisujući Enejine podvige, zapravo veličao slavu Rima. Naime, pišući pod pokroviteljstvom samog cara Augusta, Vergilije je stvorio "službeni" ep, koji je uz opise mitske prošlosti obilovao aluzijama na veličanstvenu imperijalnu sadašnjost u kojoj je živio.

Eneida smišljeno slijedi homersku tradiciju prema kojoj se bogovi (u ovom slučaju rimski) miješaju u poslove ljudi. Njegova junaka laticu Eneju progonit će božica Junona, dok će mu zaštitu pružiti majka Venera. U najznamenitijoj epizodi Eneja je doživio brodolom u blizini Kartage, a Venera je učinila da se kraljica toga grada Didona u njega zaljubi. Međutim, vrhovni je bog Jupiter zapovjedio da Eneja ispuni sudbinom mu namijenjeni zadatak i napusti Kartagu. Slomljena srca, Didona se ubije.

Nakon posjeta podzemnome svijetu, Eneja se iskrcao u Italiji gdje je sudjelovao u brojnim bitkama i pustolovinama. Na kraju je oženio kćer kralja Latina. Time je bila zajamčena imperijalna sudbina Rima, budući da je prema Vergilijevoj laskavoj verziji Enejin sin Jul bio rodočelnik julijevskog roda iz kojeg su potekli Julije Cezar i car August.

Epovi klasične grčko-rimske starine imaju trajan utjecaj na zapadnjačku kulturu, nadahnjujući pjesme, kazališne tekstove, opere te golem broj slika i kipova. Jedno složeno moderno remek-djelo – *Uliks* Jamesa Joycea (1922.) – iskorištava pripovjednu strukturu *Odiseje*. Premda grčki i latinski nisu više obvezni predmeti u mnogim školama, Homerove i Vergilijeve priče čitaju, u prijevodu, milijuni čitalaca.

JESTE LI ZNALI?

- Najstarijim poznatim epovima pripadaju indijski epovi Mahabharata i Ramajana, napisani u 11. stoljeću pr. Kr.
- Prvi engleski ep bio je anglosaski Beowulf (VII. stoljeće) koji priča o podvizima junaka Beowulfa, njegovoj borbi protiv podvodnog čudovišta Grendela i njegove majke te pobjedi nad zmajem u vrijeme kad je već bio star.
- U čuvene srednjovjekovne kršćanske epove ubrajamo Pjesan o Cidu – jednom španjolskom junaku - i Pjesan o Rolandu, u kojoj francuski junaci Roland i Oliver žrtvuju svoje živote da bi zaštitili vojsku Karla Velikog.
- Kasniji epovi, poput Camoensovih *Luzitanaca* i Miltonova *Izgubljenog raja*, već su djelo po imenu nam poznatih pjesnika koji su svjesno obrađivali uzvišene domoljubne ili religiozne teme.

Source:

Drvo znanja Magazine, number 3, year 1, March 1997, pg. 23-24

KOJE SE INOZEMNE PRODUKCIJE SNIMAJU U HRVATSKOJ?

Nakon Hollywooda stiže i Bollywood

Autor: Goran Šikić

Objavljeno: 29.10.2014

Kad bismo nastavili ovim tempom za naredne tri godine stigli bismo do 800 milijuna kuna izvoza filmskih usluga

U Hrvatskoj se posljednje tri godine zahuktava jedna posebna “filmska” priča: zahvaljujući sustavu poticaja, u prvih osam mjeseci ove godine prijavljeno je devet stranih produkcija koje će za snimanje svojih tv serija na lokacijama u Hrvatskoj ostaviti gotovo 90 milijuna kuna!

U prošloj godini, strane su produkcije na našim lokacijama potrošile gotovo 60 milijuna kuna. Snimanje jednog filma ili tv serije, poznato je, u prosjeku angažira dvjestotinjak ljudi. Osim autora, glumaca i statista, te snimatelja, majstora scene, dizajnera rasvjete, različitih scenskih tehničara, osvjetljivača, kostimografa, šminkera, frizera i asistenata, produkcije zapošljavaju i lokalne pomoćne radnike, mikromane, desetke vozača, rekvizitere, dekoratere, garderobijere, pa na koncu i usluge cateringa i smještaja za brojnu filmsku družinu.

Budući da se najčešće snima, osim u Zagrebu, na lokacijama u Istri, Gorskom kotaru, Lici i ponajviše u Dalmaciji i na otocima, međunarodne produkcije milijune kuna potroše na tim područjima za upošljavanje domaćih djelatnika, ali neposrednu korist imaju i druge gospodarske grane, kao što su turizam, ugostiteljstvo, građevina i promet.

U prosjeku, na svakih stotinu zaposlenih u filmskoj industriji dolazi još dvjesto do tristo zaposlenih u drugim industrijama.

Brojke su vrlo konkretne. Primjerice, produkcija dansko-švedskog filma „Itsi Bitsi”, koji je sniman u Hrvatskoj na lokacijama od Splita, Zadra, Paga, Velebita, Rijeke, Opatije, Motovuna do Zagreba, u Hrvatskoj je potrošila više od 9,5 milijuna kuna, od čega je isplaćeni poticaj iznosio 1,6 milijuna kuna.

Igre prijestolja

Dakako, najveći rekorder u potrošnji je američka produkcija serije „Igra prijestolja”, najgledanije serije u povijesti HBO-a, koja je za snimanje 4. sezone u Dubrovniku, Splitu i Klisu potrošila 38,3 milijuna kuna, a za to su od Hrvatske dobili poticaj u iznosu 7,6 milijuna kuna. Za petu sezonu, koja se snima u Splitu, Šibeniku i Dubrovniku, „Igra prijestolja” u ovoj godini planira potrošiti čak i više od 43 milijuna kuna te zaposliti tristotinjak statista i filmskih djelatnika.

Mjere poticaja uvedene su 2012. godine i uključuju povrat novčanih sredstava u visini od 20 posto ukupno učinjenih troškova na teritoriju Republike Hrvatske. U prethodne dvije godine, u 2012. i 2013., prava na povrat sredstava ostvarilo je ukupno devet međunarodnih produkcija, iz SAD-a, Velike Britanije, Francuske, Njemačke, Švicarske, Finske, Danske i Švedske.

Spomenuti projekti potrošili su gotovo 11 milijuna eura, odnosno preko 80 milijuna kuna na hrvatske proizvode i usluge, direktno pridonoseći gospodarstvu, ali i promociji Hrvatske kao turističke destinacije. Isplaćeni iznos poticaja, odnosno povrat uložениh sredstava, iznosio je oko 15,5 milijuna kuna (nešto više od 2 milijuna eura).

210 dana snimanja

U Hrvatskoj se ove godine snimala i treća sezona francuske serije „Borgia“, zatim dječja tv serija „Božić na suncu” švedske javne televizije SVT, u režiji Anne Zackrisson, te BBC-jeva serija

„Jonathan Strange & Mr. Norrell” redatelja Tobyja Haynesa. Tu su i nizozemsko-hrvatski film „Full Contact” redatelja Davida Verbeeka, njemački nastavak serijala o Winnetou „Winnetouove žene” Dirka Regela, slovensko-hrvatski dokumentarac „Houston, we have a problem!” redatelja Žige Virca, te švicarsko-makedonsko-irsko-hrvatska koprodukcija „Wait for me” u režiji Mitka Panova, čije je snimanje započelo početkom listopada.

U pripremi je i indijski film „Fan” Maneesha Sharme, sa svjetski poznatim indijskim glumcem Shah Rukh Khanom u glavnoj ulozi. Snimanje filma uspješno je započelo 6. rujna u Mumbaiju, a početak snimanja u Hrvatskoj očekuje se sljedeće godine u Dubrovniku.

U 2012. godini, prijavljeni projekti snimani su u Hrvatskoj ukupno 82 dana, da bi se sljedeće godine taj broj popeo na 156, a ove godine na čak 210 dana.

Povećavanje broja dana snimanja izravno povećava i broj noćenja, posve razumljivo, što sasvim sigurno pridonosi produžetku turističke sezone jer se većina produkcija snima na proljeće i u jesen.

Decentralizacija

„Ako se prepustimo zbrajanju novca, primijetit ćemo da se godišnji prihod od izvoza filmskih usluga putem našeg modela poticaja, iz sezone u sezonu - udvostručuje. 25, 50, 100 milijuna... Kad bismo nastavili ovim tempom za naredne tri godine stigli bismo do - 800 milijuna kuna. Sto milijuna eura godišnje je velik novac za jednu hrvatsku kulturnu granu. Hoćemo li uspjeti? S jedne strane morat ćemo usavršiti zakonski model u nekim detaljima, a još važnije bit će osigurati rast tehničke baze, depoa, studijskog prostora. Ukratko: zaslužili smo proslaviti ovaj početnički uspjeh, no dolaze novi izazovi“, prokomentirao je Hrvoje Hribar, ravnatelj Hrvatskog audiovizualnog centra (HAVC). Ta je institucija zaslužna za guranje programa potpora koje su dovele do povratka međunarodnih produkcija u Hrvatsku.

Naime, ovdje se valja podsjetiti kako je u Hrvatskoj od 1960. do 1990. godine snimalo 145 stranih produkcija koje su za to trošile 70 milijuna dolara godišnje. Tako su snimljeni Oscarom nagrađeni filmovi poput „Sofijinog izbora” ili „Limenog bubnja” i veliki koprodukcijski serijali, kao što je „Saga o Winnetouu”, „Dvanaestorica žigosanih” i „Vjetrovi rata”.

No, napominje Hribar, vesele ga i stvari koje se ne mogu izraziti novcem. Pritom ističe decentralizaciju filmskog posla. Dubrovnik, Split, Rijeka, Šibenik, a uskoro i Zadar, Karlovac i Osijek, postaju sve više filmski gradovi.

Prvenstveno zahvaljujući sustavu poticaja i ovim gornjim brojkama, no usporedo s time začinju se i lokalne “filmske politike”, s oživljavanjem lokalnih kinematografa i otvaranjem malih filmskih poduzeća, te utemeljenjem lokalnih fondova kao što je to slučaj u Rijeci i Splitu.

Kruh i status

„Ako usporedo s biznisom uspijemo razvijati kulturnu filmsku edukaciju i ako nas školske vlasti podrže bar upola dobro kao lokalna uprava - Hrvatska bi uskoro mogla postati zemlja audiovizualne industrije i audiovizualne umjetnosti - u svakom smislu, i to će postati dnevno vidljivo svakom građaninu, putem kina, interneta i televizije, što god od nje bude u vremenu koje stiže.

Filmski poslovi koji dolaze kroz poticaje osiguravaju nam kruh i status, međunarodni ugled i samopoštovanje. S druge strane, hrvatska audiovizualna kreativnost osigurava nam, šekspirijanski rečeno, društveno zrcalo, priliku da se usredotočimo i razborito promatramo vlastitu zajednicu.

Drago mi je što u Hrvatskoj obje ove kvalitete uspijevamo razvijati, ruku pod ruku, kao dijelove iste povezane cjeline i uz znakove neprekinutog rasta”, zaključuje Hribar.

Dalmacija glumi Jeruzalem

Od visokobudžetnih televizijskih produkcija, među prijavljenim projektima u ovoj godini tu su već spomenuta 5. sezona “Igre prijestolja” te nova kriminalistička mini tv serija NBC-a/Universala pod nazivom „Dig”, koja se u rujnu snimala u Hrvatskoj.

Tvorci serije su Gideon Raff, producent proslavljene „Domovine”, i Tim Kring, jedan od tvoraca serije „Heroji”. Radnja je smještena u Jeruzalemu, gdje agent FBI-ja, istražujući ubojstvo, otkriva zavjeru staru 2000 godina. Pilot epizoda serije snimana je u Jeruzalemu početkom ljeta, ali je zbog sukoba na tom području NBC tražio novu lokaciju.

Snimanje je isprva premješteno u SAD, u Albuquerque u saveznoj državi New Mexico, te zatim u Hrvatsku, gdje se snimalo u Splitu, Trogiru, Pločama i Dubrovniku. Zbog novog razvoja situacije, redatelj je čak odlučio promijeniti scenarij tako da se dio radnje serije na koncu doista odvija u Hrvatskoj, i u njoj glumi i govori materinim jezikom preko 15 hrvatskih glumaca.

Source: *Jutarnji.hr* website

<<http://www.jutarnji.hr/kultura/film-i-tv/koje-se-inozemne-produkcije-snimaju-u-hrvatskoj-nakon-hollywooda-stize-i-bollywood/573115/>> Accessed in May 2016

APPENDIX D

U potrazi za tisućljetnom češkom tradicijom proizvodnje piva

— Ulicama Praga i dalje...

Duga tradicija pivarstva. Proizvodnja piva u Češkoj jedna je od najpoznatijih gospodarskih grana u toj srednjoeuropskoj članici Europske unije. Još su stari narodi koji su bili na tom području prije Slavena, Kelti i Germani, poznavali određenu tehnologiju spravljanja piva. Slaveni su ipak dali osnovni 'ton' pivu kakvo danas poznajemo te u proizvodnju uveli uporabu hmelja. Uzgoj hmelja u sjeverozapadnoj Češkoj poznat je od 9. stoljeća. Hmelj konzervira pivo i daje mu karakterističnu aromu bez koje to piće danas teško možemo i zamisliti. Prolazeći Češkom često se vide uredno obrađena polja i karakteristične žičane konstrukcije po kojima se penju stabljike hmelja.

Osnovni je sastojak piva vodeni ekstrakt ječmenog (rjeđe pšeničnog) slada, zatim hmelj, voda i pivski kvasac. Češka je zemlja u kojoj, osim polja hmelja, možemo vidjeti i nepregledne zelene površine zasijane ječmom. Svaki putnik koji imalo poznaje proizvodnju piva odmah pomisli kako u toj zemlji pivo mora teći u potocima! To jest donekle točno, s obzirom na to koliko se piva godišnje proizvede u češkim pivovarama. Međutim, mnogi ne znaju da kvaliteta piva u mnogome ovisi i o vodi koja se koristi u proizvodnji. Ako je voda kvalitetna, pivo će biti bolje.

Pivovara najpoznatija upravo po kvalitetnoj vodi, premda sve češke pivovare koriste isključivo kvalitetnu vodu, ona je u Češkim Budejovicama gdje se proizvodi znamenito pivo Budweiser. Tamo se voda dobiva iz bunara dubokoga više od 300 metara i toliko je pogodna za proizvodnju piva da je ne treba posebno prilagođavati i tretirati prije proizvodnje. Visokokvalitetna voda je i u Kraljevskoj pivovari u Krušovicama, oko 40 kilometara od Praga na putu za Karlovy Vary, kao i u Plzenu gdje se posebnim postupkom i od vrlo meke vode proizvodi pivo Pilsner Urquell.

U posjetu pivovari u Češkim Budejovicama. Šetnja kroz pivovaru Budvar u Češkim Budejovicama, gdje se proizvodi jedno od najpoznatijih piva na svijetu, nevjerojatan je događaj za sve ljubitelje piva. Za 200 čeških kruna (55 kuna) po osobi ljubazno će osoblje provesti posjetitelje pogonima pivovare, od znamenitoga bunara kroz koji se crpi voda iz podzemnoga jezera 300 metara ispod površine zemlje do strojeva za punjenje i etiketiranje boca s pivom. I na kraju još nešto neobično - degustacija nepasteriziranoga piva u podrumu pivovare koje iz kontejnera izlazi na temperaturi od 1 °C i u čaši od 2 dcl zagrijava se brzinom od jednoga Celzijeva stupnja u minuti pa, koliko minuta pričekate, toliko će vam pivo biti hladno. Nezaboravan doživljaj!

Pivovara Budejovický Budvar osnovana je 1785. godine kad je Češka bila pod vladavinom Austro-Ugarske Monarhije. Samo ime Budweiser može biti zbunjujuće. Budvar (ili Budweiser) naziv je lokalnoga, češkog piva, ali Budweiser je i naziv istoga piva u Njemačkoj i Americi. Zabuna je započela uplitanjem jedne američke pivovare koja je počela proizvoditi pivo Budweiser 1876. godine. Nakon mnogo godina sporova zbog “autorskih prava” na to tradicionalno češko pivo, češka i američka pivovara dogovorile su 1911. godine da će američka zadržati američko, a češka europsko tržište. Ostao je spor o nazivu, a nakon raspada Austro-Ugarske 1918. godine i pogotovo nakon II. svjetskoga rata kad je stvoreno mnogo novih država — nastavljaju se sporovi zbog piva i prava na njega. Srećom, to nije utjecalo na kvalitetu tradicionalno dobrog budvar lagera!

Pivovara u Češkim Budejovicama proizvodi nekoliko vrsta piva od kojih je najpoznatiji spomenuti budejovicki budvar lager koji sadrži pet posto alkohola. Proizvodi se i pšenično pivo, ali ono nije toliko zastupljeno.

Kraljevska pivovara u Krušovicama najstarija. Nedaleko od Praga, uz cestu koja vodi prema poznatim češkim toplicama Karlovy Vary, jedna je od najstarijih pivovara u Češkoj, ona u Krušovicama. Nimalo nalik na raskošnu pivovaru Budvar čiji je ulaz izrađen od polu-prozirnoga plavog stakla, ova pivovara s malom pivnicom u drvenoj kućici više podsjeća na “pravu” pivovaru.

Dvorište puno metalnih bačvica za prijevoz piva, parkirani kamioni sa znakom Krušovice, mali viljuškari za utovar i istovar, cisterne.

Uz prostrane pogone za proizvodnju piva na parkiralištu ispred pivovare, kao da su se tu slučajno zatekle, dvije su male brvnare - u jednoj možete kupiti čaše, krige, suvenire ili poklon-pakete s pivom, a u drugoj pojesti poznate češke kobasice te popiti izvrsno i dobro ohlađeno, tamno ili svijetlo, pivo Krušovice. Kobasica s ljutim senfom uz poveći komad kruha na četvrtastom kartonskom tanjuru i čaša hladnoga češkog piva, pjene toliko čvrste da na nju možete položiti novčić, ručak je za pamćenje i sve to s pogledom na jezerce u sredini kojega ključa izvor.

Pivovara Krušovice jedna je od najstarijih proizvođača tradicionalnoga češkog piva proizvodnja kojega je preživjela sve do danas. Osnovana je 1581. i iz te godine potječe i pisani dokument koji spominje postojeću pivovaru, iako se pivo tu proizvodilo i puno ranije. Naziv *kraljevska* nosi jer je više od 100 godina, od 1583., bila u vlasništvu češkoga kraljevstva i tadašnjega kralja i cara Rudolfa II.

Pivovara Krušovice koristi aromatični hmelj koji se proizvodi oko grada Žateca, a dostupna joj je i voda iz šumom pokrivenoga područja Krivoklat, prikladna za proizvodnju piva. Najprodavanije pivo iz Krušovica je mušketir lager proizveden od četiriju vrsta ječmenoga slada. Također je poznato njihovo tamno pivo Krušovice Černe karakteristične, slatkaste arome karamela s malo mekane gorčine hmelja. Tu je i svijetli lager standardno visoke kvalitete češkoga piva. Sva piva iz Krušovica imaju oznaku geografskoga podrijetla. Zbog kvalitete koja uključuje izvrsnu aromu i okus, zlatnu boju i ostale attribute koje ima samo vrhunsko pivo, osvojila su mnoge nagrade na brojnim pivarskim natjecanjima. Prije nekoliko godina pivovaru u Krušovicama kupio je Heineken. Slična je sudbina zatekla mnoge pivovare u Češkoj, ali vjerujemo da te promjene nisu utjecale na tradicionalno dobro i kvalitetno češko pivo, jedinstveno u svijetu.

Možemo se zapitati koje je pivo bolje: Budweiser ili Krušovice. Ali čekajte! Još niste probali Pilsner, Kozel, Staropramen, Gambrinus, Branik i još mnogo vrsta piva koja se proizvode u Češkoj, zemlji u kojoj gradski promet ili poznavanje stranih jezika njezinih stanovnika mogu biti loši, ali pivo ne!

Plzenska pivovara. Plzen je grad na zapadu Češke Republike, stotinjak kilometara od Praga. Srednje je veličine, ima oko 170 00 stanovnika i vrlo dugu tradiciju. Osnovao ga je 1290. godine češki kralj Vaclav II. i pun je zanimljivih, vrijednih građevina i spomenika iz dinamične prošlosti. Najviše se razvio u 19. stoljeću zahvaljujući automobilske industriji Škoda. No, pivo je njegov glas ipak najdalje pronijelo!

U dvorištu pivovare u Ulici Prazdroje 7, s puno truda i osjećaja za tradiciju koju ova pivovara ljubomorno čuva, uređen je prostor za posjetitelje. Uz Pilsner Urquell Gift Store i pivnicu, u Veleslavinovoj ulici 6 još su restoran i muzej s vrlo zanimljivim postavom o proizvodnji piva nekad i danas, o procesu vrenja, pasterizacije i zrenja, odnosno *ležanja* (otud naziv leža'k, lager). U njemu se osjeća ugođaj prošlih vremena i može se vidjeti kako se pivo proizvodilo i konzumiralo u srednjem vijeku, a posebno je zanimljivo vidjeti kasnogotičku sladaru i repliku *puba* s prijelaza na 20. stoljeće, kao i stare metode uzgoja ječma i hmelja. Tu se također mogu kupiti pivo, čaše, krige i suveniri. Sve su aktivnosti s turistima malo odmaknute od pivovare i pogona za proizvodnju piva, a u podrumu se može samo u organiziranim posjetima. Podrumi pivovare ukopani su duboko pod zemljom, s dugim redovima bačava i pogled na njih prava je atrakcija.

I Plzenska je pivovara vrlo stara. Već krajem 13. i početkom 14. stoljeća na ovom prostoru postoji pivovara i proizvodi se slad.

Pivo se proizvodi po tzv. plzenskom postupku. Naime, prva su lagerska piva bila tamna pa gradu Plzenu pripada prvenstvo u proizvodnji prvoga svijetlog lagerskog piva (1842. godine). Današnje plzensko pivo ima prosječno pet posto alkohola, a dobiva se vrenjem sladovine s 11 - 13 posto ekstrakta. Sladovina se proizvodi od vrlo meke vode i vrlo svijetloga slada. Klasični pilsner (ili

plzensko pivo) obilježeno je cvjetnom hmeljnom aromom i naknadnim trpkim okusom koji ostaje nakon konzumiranja. Izvorno plzensko pivo s etiketom Pilsner Urquell proizvodi se samo u Plzenu i hmelji sortom saaz. Ova pivovara proizvodi i poznatočeško pivo Gambrinus vrlo dobre kvalitete, koje toče mnogobrojne praške pivnice.

Plzenska je pivovara vodeća u srednjoj Europi, ujedno i najveći izvoznik piva u više od 50 zemalja svijeta, a osobito je popularno u Češkoj, Austriji i Njemačkoj. Većina zlatnožutih lagerskih piva u svijetu zapravo je dobra ili loša imitacija plzenskoga tipa piva. Od ožujka 1999. godine Plzenska pivovara, kao i pivovara Velke' Popovice, ima novoga vlasnika - Južnoafričku pivovaru (South African Breweries, plc).

Velikopopovičko pivo. *„...Opet se nakon prilično vremena začu iza ugla u drugom redu baraka Vodičkin glas: — Švejku, kakvo pivo toče 'Kod kaleža'? I kao jeka začu se Švejkov odgovor: — Velikopopovičko.“*

Mala češka općina Velke' Popovice, nedaleko od Praga, spominje se od 16. stoljeća, kao i tamošnja pivovara. U to su vrijeme Popovice bile u vlasništvu Hyrslovih iz Choda i već je tada bila riječ o istaknutom pivu. Nakon burnih vremena Tridesetogodišnjega rata velikopopovačko je gospodarstvo često mijenjalo vlasnike da bi ga 1870. godine kupio František Ringhoffer, gradonačelnik Smichova, i postavio potpuno novu pivovaru koju je opremio vrhunskom, modernom tehnologijom. Kada je, godine 1874., proizvedeno prvo pivo, započinje povijest velikopopovačkoga kozela čiji je poznati logo — rogatu jarčevu glavu — stvorio lutalica, francuski slikar, kao izraz zahvalnosti za gostoprimstvo koje su mu pružili u Popovicama i gdje se zadržao duže nego je namjeravao. *Neznani junak* koji nije mogao znati da će jednoga dana baš to pivo književnik Jaroslav Hašek odabrati za svoga neznanog junaka, dobrog vojaka Švejka, lutalicu silom prilika, kroz ludilo i mrak I. svjetskoga rata!

Sam je rat pomalo zakočio brzi razvoj Velikopopovačke pivovare, no nakon rata Kozel se brzo vratio na prvobitnu poziciju, a potražnja za njim stalno je rasla. Poslije II. svjetskoga rata pivovara je postala narodno poduzeće, ali je zahvaljujući požrtvornosti zaposlenika — kojima je kvaliteta piva bila na prvom mjestu — Kozel ostao jedno od najboljih i najomiljenijih čeških piva. Danas pivovara i područje oko nje izgledaju kao raskošno uređen park. Nedavno je sagrađena i mala štala u kojoj su koza i dva šarena kozlića, što je posebna atrakcija za djecu koja na obližnjem automatu mogu kupiti kukuruzne pahuljice i hraniti pitome i razigrane “kozle”. S uredno pokošenim travnjacima, visokim borovima, šetnicama i lijepo uređenim pročeljima zgrada, Velikopopovačka je pivovara neosporno oplemenila taj dio Češke. Briga za nju vidljiva je na svakom koraku. Kao da samo mjesto brižljivo čuva tradiciju čiji je dobar glas, hirom sudbine, zakoračio i u književnost. I ovaje pivovara došla u strano vlasništvo i 2002. godine stapa se s tvrtkama Radegast i pivovarom u Plzenu, što je rezultiralo nastankom dioničkoga društva Plzensky Prazdroj u vlasništvu Južnoafričke pivovare, ali velikopopovički kozel i dalje je izvrsno češko pivo kakvo je uvijek i bilo.

Najveći pivopije na svijetu. U češkim pivnicama možete popiti čašu vrhunskoga piva i doživjeti ovu lijepu zemlju ne samo kroz njene vrijedne spomenike kulture i burnu prošlost, nego i očima i nepcem običnoga, *malog* čovjeka koji svakim svojim gutljajem dodiruje tradiciju tako karakterističnu za češki narod. Česi su zaista najveći pivopije na svijetu. Nekadašnji stanovnici na prostorima današnje Češke Republike, keltska, germanska, a kasnije i slavenska plemena, proizvodili su pivo često ga nazivajući „tekućim kruhom”.

U Češkoj postoje i zapisi o proizvodnji piva. Iz godine 1588. potječe svojevrсни naputak “O pivu i načinu njegova dobivanja” češkoga humanista Tadeaša Hajeka, a godine 1869., na inicijativu Scharija, pivara Jana Nepomuka, otvorena je u Pragu prva škola za proizvođače slada. Česi kao zaštitnika piva slave sv. Venceslava, a narod slavi i “kralja Ječmineka” (ječam) koji drži žezlo ukrašeno ječmom.

[...]

Source:

Meridijani Magazine, number 188, November 2015, pg. 49-54

BIBLIOGRAPHY

1. Bujas, Željko. 2001. *Veliki hrvatsko-engleski rječnik*. Zagreb: Nakladni zavod Globus; 3. izdanje.
2. Bujas, Željko. 2001. *Veliki englesko-hrvatski rječnik*. Zagreb: Nakladni zavod Globus; 3. izdanje.
3. Drvo znanja – enciklopedijski časopis za mladež. March 1997. Zagreb: Izdavačka kuća SysPrint; Number 3. (PDF version)
4. Hašek, Jaroslav. *The Good Soldier Švejk and his fortunes in the world war*. With original illustrations by Josef Lada. digitalised by RevSocialist for SocialistStories; e-book.
5. Hornby, Albert Sydney. 2010. *Oxford Advanced Learner's Dictionary of Current English*. Oxford: University Press; Eight Edition.
6. Meridijani: Časopis za zemljopis, povijest, ekologiju i putovanja. November 2015. Samobor: Izdavačka kuća Meridijani; Number 188.

WEBSITES

1. Ahdictionary.com
<<https://ahdictionary.com/word/search.html?q=loan+translation>> First accessed in July 2016
2. Eng.wikipedia.org
<<https://en.wikipedia.org/wiki/Sofia>> First accessed in March 2016
3. Glosbe.com
<<https://glosbe.com/>> First accessed in March 2016
4. Jutarnji.hr
<<http://www.jutarnji.hr/kultura/film-i-tv/koje-se-inozemne-produkcije-snimaju-u-hrvatskoj-nakon-hollywooda-stize-i-bollywood/573115/>> First accessed in December 2015

5. Newmark, Peter. 1988. *A Textbook of Translation*. London: Prentice Hall (online PDF version)
<[http://ilts.ir/Content/ilts.ir/Page/142/ContentImage/A%20Textbook%20of%20Translation%20by%20Peter%20Newmark%20\(1\).pdf](http://ilts.ir/Content/ilts.ir/Page/142/ContentImage/A%20Textbook%20of%20Translation%20by%20Peter%20Newmark%20(1).pdf)> First accessed in July 2016
6. Newmark, Peter. 2001. *Approaches to Translation*. Hertfordshire: Prentice Hall (online PDF version)
<<https://www.docdroid.net/9ahy/approaches-to-translation-newmark.pdf.html>> First accessed in July 2016
7. Thefreedictionary.com
<<http://www.thefreedictionary.com/>> First accessed in March 2016
8. Thesaurus.com
<<http://www.thesaurus.com/>> First accessed in March 2016
9. Translationjournal.net
<<http://translationjournal.net/journal/41culture.htm>> First accessed in July 2016