

The thesis deals with the website localization from both theoretical and practical sides. The theoretical part focuses on the definition of the basic terms, the characteristic of the websites and the cultural adaptation that is the part of the localization process. Attention is also paid to the websites as a new type of text and to the different approaches that were applied to the localization in the theory of translation studies until present.

The methodology of Gerzymisch-Arbogast and Mudersbach (1998) was chosen for the analysis of the websites in the practical part of the thesis. That model dwells upon the text in three levels (holistic, hol-atomistic and atomistic) by the Holontra, Relatra and Aspectra methods. This methodology is applicated on the localization of the sample only in its basic characteristics, because it is distinguished by huge time demands and it is more a scientific method of the translation, that is to a limited extend possible to apply. The website of The Czech – German business nad industrial society (ČNOPK) was chosen as a proper text material for the practical part of the thesis. All three methods of translation that were proposed by Gerzymisch – Arbogast and Mudersbach (1998) were examined, and regarding the type of text the method holontra was chosen as a leading one. The management of the website, their graphical appearance, data and entreaty to a user belong among the investigated elements. The search engine optimalization (SEO), often neglected in the special literature, was also processed.