

This study has aimed at describing the strategies and processes that apply during the introduction of international magazines to the Czech market. We have chosen the well-known and widely read, truly international magazines National Geographic and Reader's Digest as our material. We have focused on the role of these magazines in the interaction of cultures (Czech and American). We have realized that this area of translational knowledge has not yet been analysed thoroughly enough. There are only a few studies, only one of them concerning one of these magazines (Reader's Digest). This study (Robyns 1994) suggests that Reader's Digest disseminates (American) ideology and at the same time constructs a certain homogeneous world. We have intended to find out if this was true about Reader's Digest and also National Geographic in the Czech Republic.

Basically two theoretical sources have been chosen. One of them was "the Manipulation School" which states that: "Translation is [...] a rewriting of an original text. [...] Rewriting is manipulation, undertaken in service of power." Lefevere (1992: vii). Therefore we wanted to describe, whether there is some manipulation taking place during the translation of the above mentioned magazines and in service of which power it operates.

Critical discourse analysis was our second point of departure. It helped us to understand the social mechanisms and social impact of text circulation. It also brought the aspect of globalisation and glocalisation to our focus.

Based on theoretical works we decided that the best way to reach our goal would be an empirical study comprising three basic parts: interviews with Czech editors of the magazines concerned, analysis of the Czech media market and other magazines there, translation analysis of several volumes of the magazines.