

The position of the title of a literary work within the context of the whole work is undoubtedly a special one; consequently, its translation is no less important. The aim of this BA thesis is to focus on the strategies that have been used in translating the titles of American fiction into Czech since 1945. Attention is paid especially to the titles in which some kind of shift in comparison with the original version may be discerned.

The work is divided into two parts; the introductory section is theoretical and concentrates on the general characterization of a title, on the way it is structured from the grammatical, formal and stylistic points of view, and on the functions that are attributed to book titles in general. In the following chapter, the standards expected to be fulfilled while translating a book title are described at first. Furthermore, the factors that influence the final shape of the titles in the target language are divided there into two basic groups – objective and subjective. Within the first category, causes such as discrepancies between the two language systems, for example question tags, gerunds or conversion, differences between the aspects of American and Czech life and institutions, and the influence of literary tradition can be found. In the latter category, translating strategies such as interpretation, concretization, generalization or domestication are discussed. The theoretical section is based mainly on the works written by Jiří Levý, Petr Mareš, Radek Blaheta, Vladimír Macura and Zlata Kufnerová, and on the observations that followed from the analysis of the sample of the book titles chosen for this work.

The latter, practical part of the thesis consists of the classification of ninety-seven titles of the works written by American authors that have been translated into Czech since 1945. This sample is restricted to novels and novellas excluding genres such as detective and adventurous stories, romance novels and women's fiction because the translation of such titles is often too much influenced by the commercial interests of publishers. All the titles, which were excerpted mainly from Marcel Arbeit's publication *Bibliografie americké literatury v českých překladech*, are placed into the individual categories defined in the introductory part of this work.