

Abstract:

The Master's thesis deals with the translational aspects of multilingual menus in the context of Czech culture. The theoretical framework of the thesis offers several approaches to the topic: cultural, sociological, marketing, terminological and linguistic. Empirical research focuses on the Czech – French language-pair. The study maps online accessibility of French language menus in Prague's restaurants, compares their accessibility to those in other languages and analyses the quality of French translations. The crux of the study is an analysis of various strategies for translating Czech gastronomic terms into French, including adaptation, exoticization/naturalisation, and explication, among others. The analysis is based on Skopos theory and the pragmatics surrounding the supposed receiver of the final text. The study also concentrates on culturally specific terms (Czech specialties, French specialties, third country specialties) and the effect of non-native translators on the quality of the menu.