

The existence of an author and an addressee is inherent to every communicative process. The author and the addressee are considered important stylistic factors, since they determine a great deal the overall composition of the text. When writing his text, the author caters for the expectations and the competence of the addressee, and on the other hand, the addressee receives and interprets his text according to how it is formulated and how it complies with the conventions for the text type in question.

The relation between the author and the addressee is reflected in the text and this reflection could be called "polarity". Polarity may be perceived in the composition of the rhetorical perspective, for it is expressed by the use of the second person singular and of the first person singular or plural, by the use of rhetorical questions and exclamatory phrases, by anticipating the reactions of the addressee, etc. The relation between the partners in the communication is governed by norms and since norms do not coincide in all cultures, we have to bear in mind that to render successfully the original and to meet with the expectations of our addressee we have to cross the cultural barrier and adjust the polarity of the text.

The present master's thesis deals with discourse polarity in original Spanish and original Czech art textbooks, and with how polarity is approached and treated by Czech translators. Our selection of textbooks as material for the analysis was motivated by the fact that in recent years, international communication has led to changes in the polarity of Czech textbooks.