

Abstract

This diploma thesis aims to describe comprehensive processes of intercultural communication in a Czech PR agency. The agency's mediation activity is seen in a broader context – not only as the one of a mere intermediary supplying translation and interpreting services provided by local third-party subcontractors, but the one of an active element that co-creates and completes the final shape of these products and services.

First of all, we are going to introduce our topic in the context of the existing research made in translation studies, media studies and marketing communications theory. The empirical part of this thesis consists of a case study of a selected Czech PR agency. We used qualitative methods in order to gain data enabling to describe communications processes heading from the client, i.e. a foreign company (seen as the author and primary contracting entity), through the agency (the manipulator) to the translator, and then back to the agency and through its mediation to the primary recipients, i.e. Czech mass media.

Besides the description of these processes, subsequently summarized in several basic models, we will also focus on the form of the intercultural communications products, as well as the norms that govern their form. We will use a translation analysis to identify whether these products can be identified as translations or other kinds of metatexts, and also what kind of shifts they have when compared to their prototexts.

One of our conclusions is that there are two types of intercultural communication mediated by the Czech PR agency. On one level, it is the contact between a foreign, or globalized culture represented by messages in English which are to be transferred into the Czech language and Czech background. On the other level, however, we also see a contact of two different cultures represented by a multinational corporation on the one side, and the Czech media scene on the other.