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C O N T E N T S

Problems in Public Transport of Dhaka City

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Abstract

Dhaka is one of the biggest and overpopulated cities in the world. Overcrowd is seen in most of the places. The people are to travel many places in the city for various purposes. Most of the people rely on public transport to travel in the city. Public transport is overcrowded also. Bus is the main public transport in Dhaka city. Most of the passengers are to reach their destination timely. So, they try to get into the buses at any cost. But the number of buses is low compared to the number of passengers. There is the demand-supply gape. Problems begin from here. The passengers are to compete with each other to get into the buses. Old people and women are to suffer a lot. Moreover, the passengers who get the opportunity to get into the buses face many other types of problems. This study explores that transport services in Dhaka city are congested, insecured and unreliable. The current transportation environment in Dhaka city is not passenger friendly at all. Government's initiative, passenger friendly attitude of bus owners and staffs and passengers' attachment to morality can solve most of the problems.

Keywords: public transport, public transport service, unfit vehicles, passengers unfriendly environment, sexual harassment.

Introduction

Dhaka is one of the overpopulated cities in the world. Dhaka is the capital and largest city of Bangladesh which has a population of over 16 million. In this city, the dwellers face many types of problems. Transportation problem is one of the common problems (The Financial Express, 2012). The public transport issues of mobility, congestion, safety etc. aspects are becoming increasingly important and critical in Dhaka city. The transport services are insecured, unreliable, congested and unsafe in the city. It is difficult for women to compete with men for the congested space on the buses (Esdo, 2015). Female passengers who use public transport regularly in the city have bitter experience of sexual harassment (Ntv online, 2015). Most of the transport companies are unable to press fit or new buses on city roads while the people find it difficult to go to places of work and return home without hassle (Dhaka Mirror, 2013). In short, the current transportation environment in Dhaka city is not at all passenger friendly. This is the interest of the study to know about the types of problems faced by the passengers in public transport in their everyday life. This study is also an initiative to explore the causes and remedies of these problems.

Methodology of the Study

To achieve the aims and goals of the study this research has been conducted by following qualitative methodology.

Sources of Data

Both primary and secondary sources of data have been used. Primary data have been collected by direct interview from the people who rely on public transport to reach their destination around Dhaka city. For this study, questionnaire has been designed in such a way that the respondents can describe their views properly. Semi-structured questionnaire has been used to collect primary data. Secondary data have been collected from different books, journals, articles and internet sources.
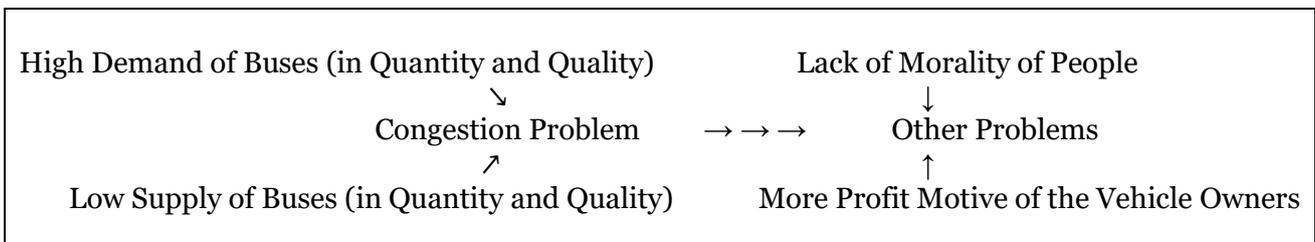
Sampling

The respondents have been selected by purposive and quota sampling method. In purposive sampling the researcher purposively choose subjects who, in their opinion, are thought to be relevant to the research topic. In quota sampling, the researcher sets a quota of respondents to be chosen from specific population groups, by defining the basis of choice like gender, marital status etc. and by determining its size like 50 male and 50 female (Sarantakos, 1998). It was not possible to study the whole area of Dhaka city and to conduct interview of all people who could be relevant for the study. Interviews were conducted on people of some selected areas. The selected research places of Dhaka city for conducting interviews were Gulistan, Motijheel, Mirpur-2, Gabtoli and Farmgate. Samples of 90 people who rely on public transport to reach their destination around Dhaka city have been interviewed. From each area of these five selected research areas, 12 male passengers and 6 female passengers were selected for interview. Generally more male people use public transport than female people to reach their destination.

Conceptual Note

Public transport is a shared passenger transport service which is available for use by the general public on fixed routes. Buses, trains, etc. are public transport that is provided by the government or by private companies. Public transport is different from private transport like taxicab, auto rickshaw or hired buses which are not shared by strangers without private arrangement (Wikipedia, 2016).

Public transport service means how public transport serves its passengers or how much it fulfills the demand of the passengers. Public transport service in Dhaka city is not suitable for the dwellers of the city. Buses are the only available public transport in Dhaka city. The frequency of bus service is not satisfactory. The buses mostly remain over-crowded which are not accessible for all specially for elderly or disabled people as well as for the women (Rahman, M. Shafiq-Ur and Nahrin, Kasphia, 2012).

The over-crowded public vehicles cannot fulfill the demand of the passengers. The demand and supply gap of public buses is high (Ntv online, 2015). Congestion problem arises due to this gap. Congestion problem creates other problems like pick pocketing, harassing the women sexually etc. Ill motive of few passengers and bus owners and their staffs are also responsible for the problems.

High Demand of Buses (in Quantity and Quality)   Lack of Morality of People
                                     ↘   ↓
                    Congestion Problem   → → →   Other Problems
                                     ↗   ↑
Low Supply of Buses (in Quantity and Quality)   More Profit Motive of the Vehicle Owners

Figure 1. Problems in Public Transport of Dhaka City

Transport companies are unable to press sufficient passengers' friendly buses on city roads while the passengers find it increasingly very difficult to go to places of work and return home happily (Dhaka Mirror, 2013). The drivers of these unfit buses are unqualified also. Passengers, standing and sitting in the buses are afraid of their reckless driving (The Financial Express, 2012). It is commonly noticed that people continuously struggle to compete with each other for limited space and seats on the public buses. The situation of women and young girls is worst. They have to have to compete with men and face harassment in different tiers. Some of them also refuse to use the transport for fear of facing sexual and physical abuses (Mallick, 2015). This can easily happen due to over-crowd in the buses.

Findings and Analysis

Findings of a research are brought out by analyzing the data in various ways. During the field work, semi-structured questions were used to know different types of problems faced by the

passengers in the public transport of Dhaka city. The answers of the respondents have been categorized and showed in different tables.

Types of problems faced by the passengers in public transport

In Dhaka city the public transport users face many types of problems. The problems are very common now-a-days. The problems faced by the passengers in public transport in Dhaka city have been presented in the table-1. Responding to the question what types of problems are they facing in the public transport of Dhaka city, the respondents gave their opinion. Most of the respondents said about some specific issues. Both male and female respondents said about overcrowd and low number of buses. These problems create other problems like problem in getting into and getting off, sexual harassment on women, pick-pocketing etc.

Table 1. Types of problems faced by the passengers in public transport

Respondents→ Types of Problems↓	Male (60)	Female (30)
Overcrowd	58 (96.67%)	26 (86.67%)
Quantity and quality of buses are low	54 (90%)	21 (70%)
Problem in getting into and getting off due to overcrowd	54 (90%)	25 (83.33%)
Many passengers are to travel standing to reach their destination	58 (96.67%)	25 (83.33%)
Sexual harassment on women	41 (68.33%)	23 (76.67%)
Fare chart of buses fixed by BRTA is not followed most of the time	51 (85%)	19 (63.33%)
Pick-pocketing	53 (88.33%)	13 (43.33%)
Problems arise between commuters and bus conductor in terms of half-fare (for students) and pass	16 (26.67%)	3 (10%)
Many times bus drivers, conductors and helpers behave roughly with the passengers	48 (80%)	14 (46.67%)
Sometimes male passengers occupy the reserved seats which are for women, children and disabled persons.	-	5 (16.67%)
Sometimes women are not given opportunity to get into the buses	-	4 (13.33%)
Others	17 (28.33%)	4 (13.33%)

(*Multiple answers were taken).
Source: Primary data.

Most of the bus services do not follow the fare chart fixed by BRTA. Problems also arise between commuters and bus conductor in terms of half-fare (for students) and pass. Female passengers said about some other issues like sometimes male passengers occupy the reserved seats which are for women, children and disabled persons. They also complain that sometimes women are not given opportunity to get into the buses because of the scarcity of reserved seats and they face more problems than male passengers in getting into and getting off the buses. The male respondents said about nothing regarding these issues. The respondents said about some other issues which are also important like many times bus drivers, conductors and bus helpers behave roughly with the passengers, reckless driving, helpers drive buses in many cases etc.

Reasons behind the problems in public transport

There are some factors or reasons behind the problems in public transport of Dhaka city. The main factor is low number of buses compared to the number of passengers. There is the

demand-supply gap. Most of the buses are remained overcrowded. Many passengers wait for bus but all of them do not get chance to get into the buses at first attempt. The morality of the people is not at satisfactory level. Many passengers harass other passengers, specially the women. The bus owners also look for more profit rather than providing better service.

Table 2. Reasons behind the problems in public transport

Respondents→ Reasons of the Problems↓	Male (60)	Female (30)
The Number of buses is low compared to the number of passengers	52 (86.67%)	27 (90%)
Lack of morality of people	45 (75%)	22 (73.33%)
Propensity to make more profit of the bus owners	54 (90%)	18 (60%)
Improper monitoring of the government body	57 (95%)	25 (83.33%)
Others	6 (10%)	3 (10%)

*(*Multiple answers were taken).*
Source: Primary data.

The government bodies are supposed to monitor the public transport service. But they do not perform their duties properly. As this way the ill motive people get the opportunity to fulfill their interest. Table-2 shows the same thing that is discussed here.

Measures to minimize or solve the problems in public transport
The respondents not only said about the problems but also gave their opinion how to minimize or solve the problems. Both male and female respondents said at first about the quantity and quality of buses. Most of the respondents gave more or less same opinion regarding minimizing the problems (table-3). Some female respondents said about increasing the number of reserved seats for women.

Table 3. Measures to minimize or solve the problems in public transport

Respondents→ Measures↓	Male (60)	Female (30)
Increasing quantity and quality of buses	53 (88.33%)	24 (80%)
Formulation and application of specific rules regarding public transport service	51 (85%)	22 (73.33%)
Ensuring proper monitoring of the government bodies	54 (90%)	25 (83.33%)
Increasing reserved seats for women	1 (1.67%)	8 (26.67%)
Proper application of rules regarding fare, half-fare (for students) and pass	26 (43.33%)	9 (30%)
Increasing morality and awareness of the people	14 (23.33%)	17 (56.67%)
Others	11 (18.33%)	9 (30%)

*(*Multiple answers were taken).*
Source: Primary data.

But male respondents are not concerned about this. The respondents also said about formulating and application of specific rules regarding public transport service, ensuring proper monitoring of the government bodies etc. Female respondents gave more emphasis on increasing morality of the people compared to male respondents. In many cases, ill motive people harass the female passengers. There is the problem regarding fare, half-fare (for students) and pass. The respondents said about proper application of rules regarding fare, half-fare (for students) and pass.

Satisfaction level of the passengers

The commuters of public transport of Dhaka city are not satisfied with the services provided by the transport authority. Their satisfaction level is very low. None of the respondents are satisfied with the services of the public bus. Moreover, about 50 percent respondents are highly dissatisfied with the services.

Table 4. Satisfaction level of the passengers

Respondents→ Satisfaction level↓	Male (60)	Female (30)
Highly dissatisfied	33 (55%)	14 (46.67%)
Dissatisfied	27 (45%)	16 (53.33%)
Satisfied	-	-
Highly satisfied	-	-

Source: Primary data.

On the other hand, they are also not satisfied with the behaviors of the passengers. The passengers have to compete with each other to get into the buses. In this way everyone has to face the problems. Few passengers harass the women intentionally. The passengers' experiences have been reflected in the result of compiled data (table-4).

Recommendations and Conclusion

Public transport is pivotal to the livability of any city. Economic and social benefits extend beyond those who use it regularly (Ptv, 2016). In Dhaka city, many people use public transport to travel to work, to educational institutions, to see friends and relatives or to do many other works. But public transport has become synonymous with chaos and problems. The experience of the public transport users' is not good at all. In this study, users' opinion regarding how to minimize or to solve the problems has been mentioned. Their valuable opinion should be considered by the government to minimize the problems. It should not expect that the problems will be minimized in a day. Because Dhaka is the overpopulated city and overpopulation is the main cause of all other problems. The government should think deeply about the problems and can take a master plan to solve the problems gradually.

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The Social Work at the Cross-Roads.
How Can the Media be a Helping Hand?

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Abstract

Societies are drifting towards conditions of inequality, poverty and exploitation because of the group to which they belong. In Albania, the risks of the deepening split between the groups and the increasing need for social assistance is now clearer than ever.

The actors involved in social work, in their efforts to affirm the need and the professional identity of social work, encounter some rather big challenges. These efforts are supported to a very limited extent by external actors and face difficulties in reaching their target group. The need for social work policies and action form a chain of messages which goes through a communication channel. In this channel, on the way from sender to receiver, the message itself seems to lose power and importance. Why? Among many answers, one seems to prevail: The Media negligence. Media representation of social work appears to be the weakest link in the communication chain from policy makers to those who benefit from the social work system. And it requires stronger attention and research on how to make media an ally of social work support, rather than an obstacle for the profession, which is also the focus of this paper.

Keywords: social work, media representation, coverage.

Introduction

In developing countries with long transition periods, media tends to be focused in political activities, even during non-election times. Media content and coverage in these cases is not directly linked to policy planning and policy dialogue but in stories surrounding politicians as individuals, rather than policy-makers. Albania is no exception. Political capture and institutional uncertainty dominate media content, whilst the audience appears to be interested in being informed about changes and policies in issues that affect their life directly, such as employment, social welfare, education, domestic violence, life security, etc. Nevertheless, when it comes to having online or televised media debates about concrete policies in supporting social work related policies, no interest is shown by the media. Nor by the policy makers. With an excessive coverage of daily politics which does not affect or improve the lives of its citizens, the Albanian media ignores at large social work needs and opportunities.

In the area of technology, quick information and fast flow of communication, media has become a very important player. What happens in social work can hardly be recognized outside its circle; likewise, the needs from public side for social work intervention remain invisible and unknown if media chooses to be neglecting and not cooperative in giving space to Social Work struggles.

Politics of the day dominates media coverage in transition countries and in Albania, the increased number of tragic deaths, killings and violence is reported only with sensational titles as they happen, with no follow-up, investigation or explanation from social workers or psychologist as to why there is an increase in the extreme violation cases, how it can be solved, and how can media help to overcome parts of the situation.

In the period January – May 2016, a number of issues related to social work discourse happened in the country and although the news is devastating and require investigation or some type of explanation from various experts, media focuses only on delivering the "what, where and when" part of the news, hardly addressing "why and what's next for the victims' families".

Main reason for this negligence is the strong focus on political statements and vague blaming, showing a clear political capture and polarization of the Albanian media.

An overview of topics covered in times of poverty, killings, serious drug issues and domestic violence, shows that Albanian media treats the public as a passive consumer, offering vain political news instead of addressing the issues that affect its readers directly. However, as argued in this paper, based on the author's personal involvement with the media, there can be occasions when the clustering of stories also opens the door to social workers to increase media coverage, to shape the media and editorial coverage, as well as to explain the complexities, need for promotion and realities of social work. And these occasions are the ones that should be embraced by social workers to use traditional media as their ally and also review the anti-social side of social media.

Most of the cases studied for this paper have a common element: severe social issues and a big need for social services and social work. Social work is composed of activities influenced by contemporary contexts, including experiences in families, parenting, need for efficient and available support, service stability, public perceptions, etc., all heavily influenced by media coverage and commentary. Some authors have argued that "media coverage may even in part have an impact in changing the discourse for social work" (Parton, 2011).

It is this media context on which this paper focuses. Media reflects an absence of trust and faiths in social work, and sometimes, even hostility towards professionals (O'Neill, 2002; Seldon, 2009).

Social work in many countries seem to be in crossroads, with a lack of public trust in the support offered by the professionals, budget cuts and overlooking the effect of good social work for the society. And in this difficult crossroads media is not being handy. Much of the media coverage on social work is negative. Or negligent. However, whilst reflecting on this coverage, the paper also suggests how the coverage may be reshaped, changing, as a result, some of the contexts for social work.

Methods

This paper brings an overview of social issues covered by online media in Albania in the period January – May 2016, namely: The web portals Balkan Web www.balkanweb.com and www.shqiptarja.com The newspaper Panorama Online www.panorama.com.al and Shekulli Newspaper www.shekulli.com.al.

On the one hand, it is a content analysis of media coverage of social issues in Albania in a specific period. It examines the number, type and reporting attitude to social work related issues, with a content analysis approach, using thematic analysis to understand the intentions that lie behind mass media production of specific media texts (encoding), as well as textual analysis, examining the use of words and phrases within the published text, to better understand the influence they might have on the reader.

On the other hand, it carries out a critical discourse analysis on the need for broader coverage of these issues. The critical discourse analysis looks at the media representation of social issues, focusing on two main elements of media representation of social work:
- Space
- Identity given to social work related issues.

The aim of this research is to encourage both media representatives and social work professionals on the need for optimizing efforts for cooperation in the name of public good, as well as how to change the way of this desired cooperation. Successful cooperation of this kind will deliver the necessary knowledge on appropriate social policies. This cooperation succeeds in extending the real scope for policy-makers, rather than just getting the actors involved to engage in short-sighted activities whose content is fixed in advance. The question of broader media coverage of social issues is not conceived in the media tradition as an individual or group preference of professional satisfaction, but as being part of the fair role that media has to play in serving public good (Livingstone, Lunt, 1994).

Analysis

Media to social work – What makes you worth for news?

During the research period for this paper (January – May 2016), from the content analysis perspective, a number of tragic events requiring attention from psychologists and social workers happened in the country, amongst them: a young girl was raped and almost killed by her cousin; sexual assault on a 20-year old girl from a 56 years old Mayer in Northern Albania was made

a public issue, the notorious reappearance of a former police officers who killed a 16 years old girl and her mother for refusing marriage swept media and readers by storm, a young Albanian male was found beheaded in northern Greece, a cheating husband killed his wife in a furnishing store bathroom to continue undisturbed his adult affair, two youngsters were arrested for drug dealing in Albanian high schools in the capital, much to the surprise and shock of their families, two minor girls reported continuous sexual assault from their father, though they had previously tried to seek help from the psychologist at their school, a teacher at an orphanage was arrested for severe physical violence on toddlers, and social workers of the orphanage were not able to do anything to protect the children, due to fear of losing their job; a husband killed his wife at her home, even though she was under protection order from the court, etc.

In the meantime, in the political spheres, reforms on the judicial system and individual squirrels between politicians were heavily covered on a daily basis, with a frequency of at 3-20 times more than social issues as listed in the cluster above. Social related issues have received significantly lower attention from the media and have hardly dominated the main page of the online outlet unless is a sensational news involving killings and road accidents.

The daily life in Albania according to the media representation of news published from the 4 main online media outlets, appears as in the table below.

Table 1.

Online media Monthly uploads	Nr. of articles Published	Political themes	Social related themes	Other
www.balkanweb.com	2 428[*]	850	225	1053
www.shqiptarja.com	2505[†]	905[‡]	213	1387
www.panorama.com.al	1284	490[§]	225	569
www.shekulli.com.al	2140	1306[**]	65	169

The content analysis allows the paper to look through the communication that these online media is producing as a way of creating a picture of the Albanian society. For the first part of the analysis, the researcher uses the number or articles in a given timeframe as the unit of media content. For the second part, the findings are clustered in smaller units and coded separately for every media outlet (social work related articles). Using the number of articles as a unit for this part enables the researcher to detect the high interest of the media outlets to publish news related to the politics of the day, compared to news related to social issues, as shown in the table above. What appears interesting is also the low reporting of social issues compared to the cluster "other news", where the researcher has calculated the number of articles published under units (domains) such as economy and culture. Showbiz and lifestyle news is not included in this research, as it would require another type of analysis. With an intensive growth of news under lifestyle and showbiz, news from social sphere is becoming even less present in the online media.

When comparing the coverage of social issues in the media to political issues, news from current affairs and other on the overall number of published in each media outlet in the research, it is easy to notice the trend in all four: news related to social issues comes last. It has a limited appearance, showing a lack of interest on the cluster and it is not significant to the publishing flow.

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[*] Under 5 categories: kulture 53, ekonomi 100, kronike 900, politike 850, sociale 225, Kulture 35
[†] Under 6 categories: Aktualitet 1200, ekonomi 75, politike 900, sociale 150 , culture 128, shendet 50
[‡] Under Politikë and Aktualitet tabs
[§] Under categories: Politcs 490 (cluster Politke 270, Aktualitet 120, Argument 100); 600 Kronike, Ekonomi 128, Sociale 66
[**] Under categories: 1306 (cluster Politics 650, Thelle 656), Kronika 665, 38 economics, Jete 66, Kulture 65.

This trend in common all researched outlets. A silent understanding and unified message: "social issues are not as important as political ones".
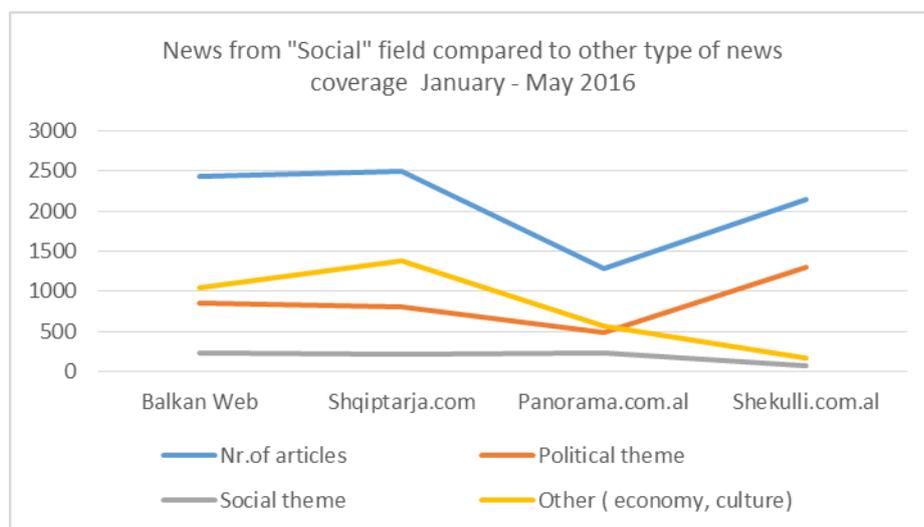
Fig. 1. Report and coverage of news on social issues vs other type of news

When looking at the type and reporting attitude on the news within the unit itself, in the cases where the news is classified both under Chronicle and Current Affairs, the news reports about extreme violence on the majority of the cases studied in this research (701/728), and media appears to target the perpetrators, but does not pay any attention to those who work to assist and protect the victim on a continuous basis. The focus remains in the killing, ignoring police, health workers, social workers and all other relevant agencies who get involved in the event (news).

News similar to the cluster above involving social work elements is published with various approaches to reporting and investigation in western media outlets. And whilst in other countries, the problem of the media coverage of social work is that of negative portrayal, in Albania, the problem is that media ignores social work all together. When searching for the use of words and phrases within the given texts, it becomes clear that none of the articles identifies the need to involve social workers' presence in the news and no report is made on approaching social work professionals to help in the representation of cases and next steps. Only psychologists are randomly mentioned and without quotes.

What did the media report and how?
Each online media included in the research uploads an overwhelming number of around 2500 articles a month (main themes only: political, current affairs, chronicles, social, economic and culture. No sports, world news, showbiz and lifestyle). It is easy to notice the low number of articles and space dedicated to news reporting on social affairs. The whole cluster of violence related news, linked to poverty, vulnerability, lack of economic means of survival and difficulties for social integration of the families affected by the social issues news, is heavily underreported by online media. As the discourse analysis will show in the second part of the research, the news of this cluster is not only underreported, but also underrepresented, as the news is limited to giving the facts of the event only, totally ignoring information or investigation from professionals that can help understand the issue and contribute to fewer events that produce tragic news.
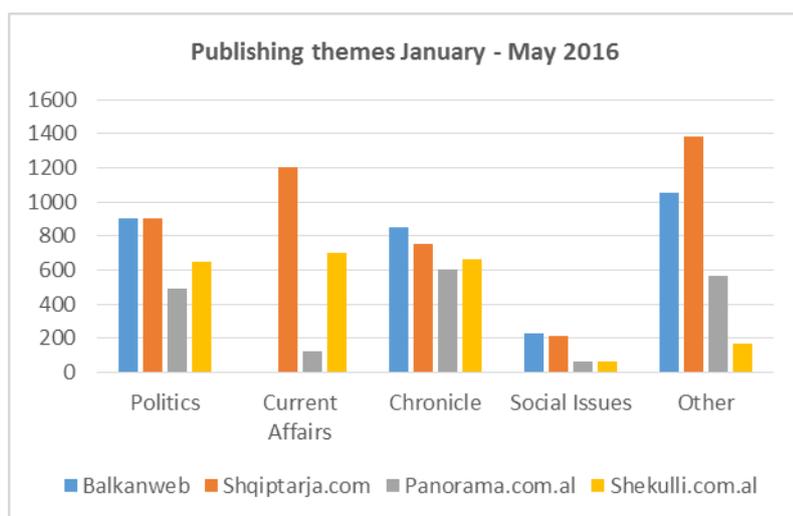
Fig. 2. Overview of media coverage as per topic of each outlet

Representing social issues and need for professional presence – a discourse analysis

Critical discourse analysis authors Keating and Dannen (2015) argue that spaces are often constructed by different people in different ways. During construction of space, struggles and lack of information are common. And spaces are socially constructed to fit immediate needs. As a result, discourses on inclusion or exclusion are more often than not connected to particular spaces. From this perspective, how is the space constructed in Albanian media for social related issues? The detailed look into the space created and the role that media plays in promoting the need for social work services started as a response to the way in which a high level of ignoring social issues (excluding space) has become a stable feature throughout Albanian media. This feature seems to be impacting on many other countries as well, although in various degrees. The situation appears to be particularly serious when media's help to detect social issues is crucial, and instead of responding to this demand, media chooses to ignore the field altogether (text absence from the analysis perspective). However, according to journalists and editors, there are no clear or malign motivations behind this behaviour (Franklin 1999). The lack of coverage, hence creation of space, is made in favour of "fancier" issues like politics and showbiz, occupying the biggest share in media coverage and ignoring social work as a relationship building profession. In Albania, this trend has reasonably led to a public call for changes in the way media and politics occupy the public space – a call mainly expressed with public opinions by various media analysts, but also with an increasing activism in organising legal protests in front of public institutions, calling for institutional response to the aggravating situation in social issues. A protest in front of the public TV brought media to the timeline of concerns about social problems, issues, policies and needs for social work.

It is not unjustified to talk about a serious negligence and this description applies to all media types: print, electronic, digital, internet, new and traditional. Alongside the struggles to bring social issues to the limelight, what we are dealing with here is fundamental questions of serving public good that even other countries of the region have already started to address in their official policies and statements (Babović, Vuković, Spinger, 2015). However, when we look at the identity given to the social work related issues, the slanted portrayal of social work by all media types continues, just as noted by some authors of this field: "Media will continue to emphasise the human drama and bad news aspects of inquiries, since these contribute to news value" (Stanley & Manthorpe, 2004).

This role that media has chosen to play has both an evidence-based (Aldrige, 1994; Franklin, 1999; Ayre, 2001; Ayre and Calder 2001) and current affirmation: "There is a sustained nature of the negative images of social work that have been commonplace" (Munro, 2011, b, p.122; see also Braun & Robb, 2010).

In the news reports of online media monitored for this research, it is clear that the coverage is focused primarily on politics of the day, with the selected online outlets publishing minute by minute and extensively on current affairs. This hasty coverage of rhetoric in politics occupies the space for other important issues that the public might have been interested in. Similar to the

coverage of electoral campaign, daily news is not informative or relevant for the audience. As one of the reports on audience expectations on news coverage states:

"Audience, when addressed as voters would have benefited from a more analytical and in-depth coverage that could have helped them to better analyze and assess the qualities and programs of electoral contestants... A more comprehensive analysis of contestants' platforms was generally absent from the news programs of broadcast media" (IDRA, 2013).

What was left out in the media coverage? N. Fairclough argues that absence in the text is a serious feature in the absence of the discourse. And what was left out of the media attention, investigation and deeper reporting, are issues that cannot be ignored easily. Main dramatic event during the research period included:

• Sexual assault on a 20-year-old girl from a 56 years old Mayer in Northern Albania was made a public issue.

• Notorious reappearance of a former police officer who killed a 16 years old girl and her mother for refusing marriage swept media and readers by storm,

• A young Albanian male was found beheaded in northern Greece,

• A cheating husband killed his wife in a furnishing store bathroom to continue undisturbed his adult affair,

• Two minor girls reported continuous sexual assault from their father, though they had previously tried to seek help from the psychologist at their school,

• A teacher at an orphanage was arrested for severe physical violence on toddlers, and social workers of the orphanage were not able to do anything to protect the children, due to fear of losing their job;

• A husband killed his wife at her home, even though she was under protection order from the court.

Number of social workers or other professional's interviews: 0

Number of social workers approaching the media to influence/encourage editorial lines: 3

Identity given to social work: Authors and researchers of social work are worried about the media coverage, portrayal and identity given to their profession. The portrayal offered by the media is often negative, misleading and sometimes even insulting towards social workers as individuals. In Albania, this goes a few steps backward. Media representation of social work is neither negative nor insulting. It's just NOT there AT ALL.

Using "social work" and "social worker" as a decoder for the unit of "social issues related news", it becomes clear that the cluster mentioned above is of no interest for media to link it to social work. Even in cases where a social worker becomes part of the news as a staff member of the orphanage where violence against children was detected, the media did not pick on the importance of investigating with her. Or asking for the opinion from per professional perspective. Simply, ignored. And by ignoring the professionals, media ignores the opportunities to turn social news, social issues into better social policies.

Results

One major question related to the need for affirmation of social work: What is the role of media in helping social problems become social issues leading to social policies? (strong ones, which would affirm performance and identity of social work)

Media role is clearly the key to widely reach the public in real time, to give a voice to social work by talking about social problems. Media could well facilitate the way towards social work affirmation. But first, it needs to understand and to accept social problems as "prime time" or "headline" issues.

There is a growing list of reasons for media's choice to leave social issues and the need for social work in shadow. They range from editorial policies, individual preferences of the journalists, affiliations with specific institutions, political interests, business connections and lack of understanding the importance of social issues to inability to meet professionals within the social work pool who would be ready and patient to work with the media on a regular basis intensively.

The space for social work in the media is granted by editorial chiefs and media owners, who, together with the political elite play the dominant role in Agenda Setting (McCombs and Shaw 1968) in the country. However, professionals at the social work end, who should provide the

information and availability, are met by young journalists, who have a hard task in understanding the complexity of social work. Acquisition of knowledge about social work at the faculty of journalism is insufficient (Luarasi 2015). Hence, professional social workers have an extra need to fill in their difficult relations with the media.

This is where the next weak link appears. Social workers and agencies are seen as significantly reluctant to engage with the media and are often encouraged to engage more (Lombard et al. 2009). Ethical and practical dilemmas prevent social workers from being either proactive or reactive with the media, together with the hesitation of welcoming media attention and exposure of their work. This reluctance has its own consequences, leading to social work stories untold, with very weak representation and unchallenged stereotypes for social workers (Fraser, 2004).

However, although descriptions of the problems have encouraged a significant number of argumentative analyses, these have not led yet to any improvements for the professionals concerned. After the repeated pessimistic media coverage of social issues during the electoral campaigns in Albania, one can argue that the situation has deteriorated even further.

Positive examples of social workers and media engagement are limited, hindering thus opportunities for positive experiences that would challenge the simplifying, one-dimensional portrayal of social work task.

Against this background, all the different training initiatives by social work and AMI for the media merge into a lack of prospect for better coverage. This means, fewer chances to reach target group and beneficiaries of social work, but most importantly, fewer chances to influence policy makers, who have shown to be sensitive to respond to media portrayals.

Why should media become an ally?

The extent of clarity in understanding social work defines: 1) space, 2) representation, 3) importance and 4) opportunities given to social work by the media. Hence, it can become a helping hand in its need for affirmation.

Besides the negligence, poor or inaccurate coverage, the clustering of social work related stories has a good potential to open the door to social workers to increase media coverage, to shape the media and editorial coverage, to explain the complexities, need for promotion and realities of social work.

It has been argued that media coverage has undermined the collective confidence of social workers (Elsley, 2010). On the other hand, frequent and accurate media coverage has influenced in escalating referrals and workloads for social workers (Graef, 2010), i.e. with more child protection referrals, plans, care proceedings, etc. (Green, 2012).

In the fast-changing way in which news reaches the public (24-hour news channels and online continuous news streaming), there is even more news space to fill for social work. Despite the big flow of information, media still chooses to news clusters over strings, and this is in favour of news stories coming from social work. What are the advantages that social work can take here? News clusters stick to relevant stories, repeat them and drill down messages which can be generalised. Clusters also allow reshaping in continuing stories (Rqensley, 2010). Journalists look for different angles and perspectives so that viewers are kept tightly connected with the story, without losing its interest. This is where social workers can offer the new angle: their angle. Furthermore, in news clustering, social workers should be able to anticipate what could be the next story, perspective, journalist or media to cover it. The task here is to seek to shape in advance the editorial storyline before it becomes part of the cluster and delivered for public consumption.

Suggested steps:
What can social workers do to get media on their side?

Social workers shall insist in making media understand and increase coverage of the non-accidental death of women and children, adoption, domestic violence, psychological and social crisis, etc. And here, social workers have to create their one space. Media will not grant it. Hence, social workers might need to rely on the following actions:

1.   Proactively, get coverage for good news stories about social work. Reactively, respond to media request for comments even in the negative stories.
2.   Influence in shaping stories about to emerge or those in continuous coverage.

How to influence the media?

Apart from the hostile media coverage on social work, it is still possible, in most of the stories, to comment on the practice, to raise dilemmas and to incite public debate.

There is a significant media appetite for reporting, comment and provide information to fill endless pages and minutes of live broadcasting, with some particular Medias or programs seeing to present a balanced picture with the whole complexity.

Media is in a constant run and no journalist has time to sit and listen to detailed explanation of social workers enduring to persuade the journalist how important it is to be a social worker. It's in the best interest of all sides if the social worker finds efficient ways let the journalist know that their work is often distressing and sometimes threatening and that media and political response is itself damaging and dangerous.

Helping media to help social work

There are several ways to establish good cooperation with media outlets, especially with the fast reach opportunities offered by the internet.

a)	Creating a good and trustworthy cooperation with one media outlet, gives you access to the other, as the news spreads fast, and once you gain recognition as a source, that media will start coming to the source instead. This cooperation can work by initially offering time and commitment to help journalists go through a story from begging to end, producing a thorough report that would make their work stand out. This requires time investment and commitment by both sides, and in the end, would provide a degree of recognition to the professionals who spend their working lives helping and protecting others.

b)	Shaping forthcoming stories: It is often possible to anticipate the next media story about social work, especially if it about ongoing stories. These are excellent opportunities for social workers to initiate working with the journalists in advance: offer professional and technical briefing, explain broadly the practice and the policy context, with the view to both inform and shape the story direction, although it might not be cited. But it certainly has a potential for influencing the point of view for each story. The organisational difficulty of social work services and workload pressure might not be self-understood by the media, hence, it is worth it to anticipate the story by adding this type of information to the journalists who will work with emerging stories.

c)	Feeding on-going reports: Journalists are rarely happy with the number of facts they can gather for a story. They do look for more information, for new perspectives and alternative sources, especially if they are reporting on stories of women fatal stories or any story involving maltreatment and risk of children. Reading an incomplete or wrongly reported news online is very likely in today's world of publishing online faster than anyone else everything that goes on the publisher's desk. For the media, being fast is as important as being thorough. This is a chance for social work professionals to intervene if they believe the story needs more information. Social media and internet allow everyone to reach everyone in a matter of minutes, and journalists would respond to an e-mail by a professional who is willing to feed his story.

d)	Aim for media training: It is not possible for social workers to become news producers or journalists. As it is not possible for journalists to learn everything about social work in a few minutes or months. Training in respective fields would be a great asset for both sides, and mostly, for the readers.

Conclusion

Media coverage about social work in Albania remains poor. Besides the lack of media understanding and interest in social work, professionals of the field have also their share of responsibility in changing this situation. Examples have been given in this paper of working with positively the media to influence and inform their coverage of social work, which would lead to strengthening its identity and ultimately, social work affirmation. Choosing to be proactive with the media, even in cases where it is hostile to story coverage, might actually help reshape the story. Airtime and online media are now hungry for news and new angles or comments in each story. Offering those from a social work perspective, helps professionals find a new and influential ally in the media.

Media representation of social work is very important both in shaping public opinion about social work, and impacting social workers themselves. It is still very important to monitor media portrayal of social work, in order to remain aware of what type of information and understanding is

offered to the public and then, try to challenge these perceptions and portrayals when possible and appropriate.

Media is unfortunately not the helping hand needed by social workers. It plays instead the role of "self and other" (N.G.Hamilton, 2004) with social work, giving it an even harder task in the efforts to reach both, beneficiaries and policy makers widely and fast. Each one of the analysis reveals significant problems with the social work-media relation. These problems also mark the main approaches required to transform media into the helping hand longed for, as examined in various countries.

One mantra where professionals of the field believe is that social workers change the world: one person at a time. Make media learn this by heart and the game takes both social work and the media to a win-win situation, with the audience reached in higher numbers and with wider topics, beyond politics.

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In Defense of Common Sense of G.E. Moore's Realistic Theory of Truth

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Abstract

The aim of this article is to study analytical philosophy, its problem and beginning. The author concerns analytical philosophy as specific way of thinking. Analytical philosophy is based on analytical method by G.E. Moore. Analysis in analytical philosophy is not only a method of logic. It is the main method of analytical philosophy and G.E. Moore's philosophy, involving all other methods. Many philosophers think that the main problem of analytical philosophy is the problem of truth, like G.E. Moore does. But this is disputable meaning.

Keywords: analytical philosophy, analysis, method, truth, notion, judgment, realism, anti-realism.

Introduction

In the book "One Hundred Years of Philosophy" J. Passmore describes G. Moore as a "pure philosopher" who was far from the "great debate" of that time and whose thought was not influenced by any of philosophers (Passmore, 1994). Moreover, it was G. Moore who actualized many philosophical problems, or rather, specific character of their consideration that became essential for adding him on to "founding fathers" of analytical style of philosophizing. T. Baldwin's was convinced that if G. Moore cannot be classified as a philosopher-analyst, then who (Baldwin, 1985).

To solve philosophical problems, philosophers-analysts are quite active in using such methodological techniques as conceptual and counterfactual analyses. It is doubtless that G. Moore used both of them, but, in our view, with the obvious advantage of the first one. Indeed, the manner of reasoning which later became the hallmark for philosophers-analysts is characteristic for G. Moore. It can be described with N. Rescher's words, in whose opinion, it was necessary to define clear objectives for further work of the philosopher, at the same time, without being carried away with improper propositions, undefended ideas but developing the apparatus of logical and linguistic analysis.

Literary review

In the context of our intelligence, it should be noted that one of the fundamental issues within analytic philosophy is undoubtedly the issue of comprehending the realism-antirealism distinction and the related problem of scientific knowledge truthfulness. It is scarcely an exaggeration to say that it was G. Moore who among the first grounded the platform of (neo)realism. In his programmatic article "The Refutation of Idealism" he supported the recognition of reality as independent of consciousness, potentially knowable and recognizing the equivalence of existence of material objects and sensations: "I am as directly aware of the existence of material things in space as of my own sensations; and what I am aware of with regard to each is exactly the same - namely that in one case the material thing, and in the other case my sensation does really exist. The question requiring to be asked about material things is thus not: What reason have we for supposing that anything exists corresponding to our sensations? but: What reason have we for supposing that material things do not exist, since their existence has precisely the same evidence as that of our sensations? That either exist may be false; but if it is a reason for doubting the existence of matter, that it is an inseparable aspect of our experience, the same reasoning will

prove conclusively that our experience does not exist either, since that must also be an inseparable aspect of our experience of it" (Moore, 1993). Hence, the British version of neo-realism represented by G.E. Moore as well as by B. Russell became one of the sources of analytical trend in philosophy.

Specifying the issue of correspondence of sensibilies to a physical object as one of the main in the dispute of realism-antirealism, it is possible to identify several theories that attempt to solve this problem:

– "direct correspondence theory" (G.E. Moore, S. Alexander) postulates the possibility of coincidence of sense-data and physical objects;

– "critical realism theory" (R. Sellars, A. Whitehead): as long as any act of experience involves the interpretation of sense-data, you can only argue about their certain (sometimes – symbolic) similarity to a physical object. And therefore, no coincidence of an object and its given is possible;

– "the theory of degrees of conformity" by B. Russell represents the hierarchy, typology of sense-data;

– "the theory of epistemological skepticism" by Ch. Brody denies the possibility of coincidence of sense-data with a physical object.

G.E. Moore's analytics acquired "rebellious" (versus "conventional views" which at that time were represented by the theories of the British philosophers-empiricists, as well as the concept of absolute Hegelian Bradley-type idealism) character later supported by Bertrand Russell. G.E. Moore repeatedly pointed to the feature that distinguished his own philosophical position from the other philosophers' position. The philosophical credo of the British philosopher can be defined as "an appeal to common sense" which in the context of British philosophy can be understood as the demand for clarity and consistency of reflections that, in fact, characterizes G. Moore as an analytical philosopher. G. Moore's works are not the result of sudden inspiration. They mostly resemble reports. And it was just such stylization that became popular among analytic philosophers. The first analytic philosopher G. Moore sought to identify all the positive aspects of the concept under consideration and only later - those cases and difficulties that the opponent probably had not taken into account.

G. Moore's "common sense" is neither a system of timeless, a priori truths, nor changeable generally accepted standards. It is empirical rather than transcendental, and hence nondetermined. Common sense judgments are authentic, they organize experience. According to the British philosopher, judgments if they "are part of the common sense philosophy, are true" (Moore, 1993). However, belief in the truthfulness of common sense judgments does not confirm the source of such belief. Hence, there is no guarantee that this kind of belief can be considered as superstition.

This kind of strategy is so effective since it minimizes the necessity of proof. For if we prove common sense judgments, they will not be common sense judgments, which creates the paradox of infinite regress.

Generally, the nature of judgments can be expressed using two G. Moore's doctrinal ideas:

a) "atomic" units, the components of a judgment (a "concept" in G. Moore's terminology) are entities which are stated in this judgment;

b) internal connections are not typical for concepts; relations between them are not attributive.

Both ideas are directed against Bradley-type idealism, namely, against the belief that when the idea of something is available, exactly this something conceivable is part of the idea itself. In G.E. Moore's criticism, propositions are the objects of judgments, therefore, the concepts composing their structure are part of what we think, and it does not matter whether anyone else think of them or not.

The second doctrinal idea establishes that the truth of statement determines the external method of concepts connection from the structure of this assertion. According to G.E. Moore's opinion, the act of judgment establishes only external connections between the judgment proper and the subject of judgment; that is, the very act of judgment does not change the subject of judgment. The British philosopher's position is opposed to F. Bradley's conviction in the absence of any real external connections. It logically follows that in G. Moore's representation, judgment says about the "atomic" units of this statement, that is, about concepts, while in F. Bradley's judgment it is stated about an object. But if knowledge is understood as the internal relationship between

someone who knows and what he knows, the act of knowing a judgment changes it because from now its peculiarity consists in the fact that it is recognizable (in terms, previously cognized) and therefore is no longer the way it had been before I learned about it. As a matter of fact, the goal declared by G. Moore continues the tradition of F. Brentano and A. Meinong confirming objectivity and independence of the objects of thought.

This is how A. Meinong writes about this: truth is the attribute of the objective if a judgment on it is made effectively and reliably concerning the objective of the concept of truth. But a judgment is also true if it with certainty grasps the facts relating to the experience of the concept of truth. Truth without evidence means the fact of external, while truth with evidence simultaneously means the fact of internal justification.

There was a period when G. Moore sympathized with the idealistic ideas admiring the reflection of ontological issues. Even more, he cognized the idea that reality could be expressed in words, thus foreseeing one of the most important collisions of analytic philosophy. G. Moore's anti-idealistic convictions thereby testified (the British philosopher was convinced of that) the falsity of F. Bradley's intuitions who had described reality as inaccessible for sensory perception.

G. Moore refutes the opinion of abstract experience possibility (experience as such): "The fact that the thing was or is the object of possible experience does not mean that it was or will be imaginary" (Moore, 1993). So, the fact of dependence of predicate "reality" on perception is unacceptable for G. Moore, as a representative of realistic tradition in philosophy. G. Moore and his supporters' position can be called "optimal" in the sense that they adhered not to the idea of obligation of adequate perception of reality, but only probability of such and which could be expanded by means of epistemological analysis.

At the same time, G. Moore categorically denies the possibility to describe sense-data through the concept of "truth" or "error." All our beliefs, according to the British philosopher, can exist only in a conceptual form whose content is sense-data. Proceeding from the ideas outlined in his "A Defence of Common Sense", there are truths that represent everyday experience, knowledge, for example, his well-known "proof of the left hand." The philosopher was sure that this way, he proved the existence of the external world, independent of consciousness.

But, "What does it mean: there exists an external world, independent of my mind?" - asks the famous philosopher, logician G. von Wright. And he continues: "The problem is related not to the truth of views and common sense assertions, but to their value ... The difference between the issues of truth and issues of value is of exceptional importance for understanding which is specific not only for Moore's philosophy, but for the whole analytic movement as well. The task of analysis is formulated for philosophy – to clarify the meaning of statements" (Wright, 1993). It is the method of analysis suggested by G. Moore that specifies clear confines of the reality perception dependence on the very object of perception. In this context it is important that G. Moore delineated the process of thinking and the content of thought.

For G. Moore, the question of truth contains the problem of proving the real existence of a thing, and the very theory of truth is reduced to the assertion that the property to be true, expressed in an utterance and attributed to an object, is meaningful when and only when it complies a fact. Truth, therefore, seems to be simple, non-analyzed property conditioned by the fact of the real existence of imaginary conceivable.

Proceeding from this, we can ascertain the adoption (at least, hypothetically) by G. Moore of the corresponding theory of truth built on the position of "naive realism". Although G. Moore's principle of correspondence potentially contains the tendencies of deflationist nature, namely: if we assumed the possibility of absolute compliance of statements with factuality, the category of truth would be superfluous. But as long as this is impossible, the procedure of reducing propositions to their verified "atomic" structures is required. That procedure, as it has been already mentioned, is the analysis procedure proposed by G. Moore which predetermined the style and methodology of many generations of philosophers and became fundamental for analytic philosophy.

So, for correspondence theory of truth, the conformity principle of potentially true judgment to factuality is characteristic. We will not examine the possible impacts of this theory of truth associated primarily with the uncertainty of such concepts as "compliance", "actuality", "reality". However, in this theory of truth, judgments that represent factuality are opposed to a representant himself. G. Moore's idea described in "The Nature of Judgment" is illustrative in this respect. The philosopher argues that the matter of judgment is not ideas, but something that they indicate,

concept which is neither a mental fact nor its part. Concept is an object of thought, and if it did not exist independently of it, then there would be no object of thought. Therefore, concepts are eternal and immutable.

According to the philosopher, if judgment is not imaginary conceivable and not a form of words, but an object of imaginary thought, it is obvious that it is not different from reality. To confirm his words, G. Moore gives the example of judgment which he defines as true: "I exist" and which is not different from the corresponding reality of someone's existence. That is, the fact of my existence in no way different from the statement of the fact of my existence. In this context, the term "expression" and "reality" are equivalent.

Therefore, one could argue that it is not conformity or non-conformity with reality that distinguishes true judgment from false one. What then? According to G. Moore, that has already been mentioned, truth is simple property of statements; some statements have the property, while others do not, and therefore are false. So, in this context, truth/verity, error/falsity are considered by G. Moore in ontological terms. It turns out that verity does not depend on the attitude to real things and can be defined only through judgment which, in its turn, has to be true if necessary. If the judgment verity can (or should) be established via reduction to its factuality, doesn't this method remind of circus vitiosus? The answer is obvious.

G. Moore denies any possibility of going beyond the relations of concepts and reality which is impossible in principle. Knowledge of something implies the awareness of judgment availability. Hence, knowledge is impossible beyond notions. This also applies to the cases of act of perception, knowledge of which is inspired by the existential judgment, such as "Existence is a predicate." On this occasion, G. Moore reasons: "I think it is worth noting that if we say "Existence is a predicate" using "predicate" in the grammatical sense, then our proposition is a proposition for certain words in the sense that they are often used in a certain way, but, oddly enough, the proposition is not about the word "existence". This proposition that the word "exists" and the other finite forms of the verb "to exist", such as "existed", "will exist" or "exist" are often predicates of the propositions in which they occur".

Existential judgment asserts that the concept which stands for "existence" refers to the concept of existence. And, therefore, G. Moore's "universe" is made up of the eternal and immutable concepts, the correlation of which is called "judgments" by the philosopher. Somewhat later G. Moore revised his attitude to the identification of true judgments and facts renouncing it. First, he was confident in the existence of a false proposition even though it (proposition) tends to be false. The very essence of misconception is in the image of what is not available. If an object of imagination existed, such an idea would be true but not false. Realizing that misconception does not assume belief in this or that judgment, it is natural to deny that real idea contains judgment as its object.

Research results and conclusion

G. Moore explains the reason of such a turn: when we state that something does exist, we, thereby, reaffirm that this judgment is true, whereas the "substance" of the fact is reduced to a judgment together with its true value. In fact, G. Moore denied the existence of any judgments. He expressed his belief that "I think (am convinced) that p" does not assert the relationship between the conviction itself and the judgment. Undoubtedly, the truth of p consists in its compliance with the fact and to be convinced in "p" – means to believe that it accordingly corresponds to the fact.

Summing up, let us quote one of the admirers of the analytic style of philosophizing, G. Moore's ideological follower, N. Malcolm, "Moore's role … in the history of philosophy is basically destructive … To understand to what extent philosophy is the criticism of ordinary language and common sense and to see that everyday language should be correct – means to understand the importance and justification of Moore's destructive activity" (Malcolm, 1964), the essence of which "consists in identification of their (philosophical propositions) contradiction to everyday language" (Malcolm, 1964).

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Quality Translations of Legal Texts in the Context of the Methods of Corpus Analysis

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Abstract
The aim of the article is to present possibilities of the corpus linguistics methods as a means of increasing the quality of the output of the translation process in the context of legal translation. Firstly, the specifications of a legal text as a text type in the context of translation will be presented; secondly, the competences necessary to master legal translation will be explained; thirdly, the benefits provided by the corpus analysis method will be summarized. Based on selected empirical data obtained through the corpus analysis, the potential of the corpus analysis methods will be illustrated in practice in order to explain how it can be used to increase the quality of the translation process and its product.
Keywords: corpus linguistics, corpus analysis method, specialized language, legal translation.

Introduction
Legal texts are amongst the most frequently translated types of text not only in the context of the legislative framework at European level. These texts are characterized by their very specific features in several aspects. The correct reception and interpretation of such texts are inevitable prerequisites for achieving acceptable quality of their translation; several competences are required to master these skills. Therefore, legal texts need to be paid special attention in the context of translation. We believe that the method of corpus linguistics is one of the tools which can definitely be used to improve the quality of the translated text. In this article we will present possibilities of the corpus linguistics method as a tool for increasing the quality of the output of the translation process in the context of legal translation.

Legal texts as a specific group of specialized text from the perspective of translation and interpreting
The specificity of legal texts, which qualifies them as a subgroup of specialized text, can be derived from several facts. In order to present the legal text from the perspective of translation studies, it is important to explain its nature from the point of view of understandability (we can only translate or interpret contents which we actually understand). Legal texts are infamous for their overall low readability, i.e. they are generally considered hard to understand. It is not only due to the specific terminology, but also to the stylistic peculiarities exceeding the lexical level. The fact that legal terms are often difficult to understand for a layman and there is a risk of misinterpretation due to its de-terminologization (compare Molnárová, 2013. p. 13). This can result in legal consequences in these cases as certain parts of such texts are perceived incorrectly. From the point of view of a translator and/or interpreter, mostly aspects such as terminological inconsistencies and frequent zero equivalence, resulting from incompatibility of the two legal systems in question are perceived as a problem.

Theoretical background determining the quality of legal translation
All of the above mentioned factors reflect the quality of translation or interpreting of legal texts. In order to increase the quality of translation or interpreting of legal texts, it is important to

recognise which **competencies** are required to successfully master the translation process in the given field, and also detect the **starting point** leading to adoption of such competencies.

The quality of translation or interpreting of (not only) legal texts is dependent on linguistic, translating and interpreting, but also professional competences of the translator/interpreter related to the given field. This premise is in accordance with the following statement: "...*the legal language needs to be perceived as a phenomenon which extends over the law, linguistics, and translation studies; during translation, it is important to keep in mind that features of the text result from its interdisciplinary nature*" (Ďuricová, 2012, p. 10). The translator's ability to master the language as their working tool is the very basic prerequisite for successful handling of any text. A measure of linguistic competence can be perceived as the translator/interpreter's ability to select appropriate expressive means for a given text type (morphological and syntactical, lexical, stylistic, etc.) on individual language levels and smoothly harmonize them in a balanced manner whose attributes will thus correspond with the relevant text requirements. As for the **translation and interpreting competence**, it is based primarily on mastering the principles of translation and interpreting, and their specificities relating to legal texts. The ability to apply theoretical postulates in practice as well as being able to deal with possible discrepancies between the theory and the real-life situations complement this competence. **Specialized skills** cover mainly familiarity with the law at least to such extent that the translator/interpreter is capable of correct understanding of the text which enables them to translate/interpret it without meaning shifts.

To ensure that the translation will be of acceptable quality, practical, theoretical, and empirical knowledge must be applied correctly. To achieve this high quality, the above mentioned competences need to be confronted with this knowledge. All three competence types can be perceived within a unified **practical basis** which provides information on the translator's ability to apply translation and interpreting procedures in practice, but also about their ability to apply their theoretical knowledge in specific situations. The practical knowledge is related to one's actual ability to use a specialized language pertaining to a specific field. However, besides the fact that this ability results (or should result) from the theoretical principles (which should be reflected in the practice), the experimental base plays an important role. It can only be achieved through practice in processing of specialized text. The importance of **theory** could be inherently understood from the previous text. Mastering the theory is important for a translator to be able to apply it in practice (i.e. the theory can only be applied if we are familiar with it, otherwise there would be nothing for us to apply at all). As for improving the quality of legal translation in the context of both theoretical and practical knowledge, the following question emerges: what theoretical phenomena and practical skills should be paid attention to? Here it is important to shift our attention to **empirical knowledge**, i.e. detection of characteristic features of a given text type in a systematic and objective way. The effort to objectively determine the typical, i.e. recurring (the quantitative viewpoint) and specific (the qualitative viewpoint) attributes of a specialized legal text enables the translator/interpreter to focus on the phenomena which might help them to extend their practical and empirical knowledge. One approach to achieving this task is the method of corpus analysis. The next section of the article will describe it in more detail.

Benefits of the corpus analysis method

When focusing attention on the empirical knowledge as one of the starting points for improving the quality of translation or interpreting of legal text, the key question remains: how can the corpus analysis method help us achieve our goals? The method provides several benefits[*]; we have selected three of them to provide a deeper insight. Any corpus is a reflection of an actual language reality. In creating a corpus, real texts taken from practice are usually processed. i.e. statements spontaneously created by language users, instead of being intentionally (artificially) created in order to, e.g. demonstrate certain grammatical phenomena. Since the man is a producer (creator) of the language, i.e. every language has been created by man, it is logical to assume that such language reflects its author to some extent. Therefore, only naturally originating statements can provide a source of information on the language and its users (compare Höhn, 2011). Corpora

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[*] Compare e.g. Šuchová (2009, 285): "Working with a text corpus pertaining to a specific language provides us with a quality and quantitatively sufficient database or language units which can be used for the empirical research of language use."

also provides the opportunity to perform systematic analysis based on criteria correlating with a given research goal which helps minimize the subjectivity. This also implies another opportunity – to obtain empirical output. The use of the corpus analysis method usually requires the corpus to be in an electronic form due to the vast amount of data that needs to be processed in order to achieve statistical relevance. An example of a piece of software designed for the corpus analysis is *AntConc*. The version *AntConc 3.4.4w (Windows) 2014* was used to obtain the data analyzed in this article.

Selected aspects of corpus analysis

In order to demonstrate the possibility of applying the corpus analysis method can be used to improve the quality of the translation process and its product, provides several examples of an analysis obtained through the *AntConc* software. We are examining the selected issue from the point of view of translation studies which determine the goals of our analysis. The researched material consists of two parts: the *Abgabenordnung* (hereinafter referred to as AO) German legal document which is in force in Germany, and its equivalent called *Daňový poriadok* (hereinafter referred to as DP) is in force in the Slovak Republic. The size of AO and DP is 57.870 and 44.090 tokens respectively.

The *Word List* function

One of the functions which is able to provide information useful in improving the quality of the translation process is the *Word List* function. Frequency values pertaining to each individual lexemes allows for basic orientation in the corpus. The most frequently occurring lexical units are presented in Table 1.

Table 1. Function: *Word List*

Function: *Word List*							
Occurrence of autosemantic expressions							
DP (Word Tokens: 44090, Word Types 4985 → 8.844)				AO (Word Tokens: 57870, Word Types 6051 → 9.563)			
	Lexem	Freq.	Rank		Lexem	Freq.	Rank
1	*dane*	1018	3		Abs.	486	15
2	*správca*	490	12		*Finanzbehörde*	332	27
3	daňového	437	13		Gilt	253	33
4	daňový	396	14		Absatz	239	39
5	č.	374	15		Satz	238	40
6	zákona	328	16		!Art	136-32	54
7	predpisov	237	18		Steuer	126	55
8	ods.	202	19		Nr.	125	57
9	znení	195	20		Personen	125	58
10	*správcu*	194	21		Steuern	120	60
11	daňovej	187	24		Beteiligten	109	65
12	odseku	183	25		Vorschriften	109	66

Besides specifications such as whether the language is flexive or analytic[*], the software provides information on the word family and semantic fields which calls for attention. From the point of view of translation studies, it is interesting to study the equivalence of frequently occurring autosemantic expressions in both language parts of the single corpus. The usage of conventional means of expression typical for the text type can be contrasted against each other in the given language. Full equivalence indicates that literal translation is possible, whilst partial equivalence indicates that broader co-textual relationships will have to be taken into consideration, thus possibly generating translation difficulties. However, it also provides information on how these can be overcome as thanks to the corpus analysis we can observe the conventional use of language in any given type of text. Possible equivalence are highlighted by colours in Table 1, partial

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[*]Compare with Tuhárska (2014, 201).

equivalence is distinguished by italics. Both parts of the corpus clearly show the frequent occurrence of the following expressions: *dane – Steuer/Steuern, č. – Nr., predpisov – Vorschriften, ods. – Abs., odseku – Absatz*. After verifying the idea in other sources, we see that the expression *správca dane* can be partially compatible with the German expression *Finanzbehörde*[*].

The *Concordance* function

Another function of the *AntConc* software which allows the researcher to focus attention on specific word units (verbal) and their integration into the co-feature of the text[†] is the *Concordance* function. This function generates concordances[‡] with the selected expression. Use of wildcards (* – no character or several characters; + – zero or one character? – one more character; | - and also) and the *Words* tool (searching specific word forms, case sensitivity off; *Case* (searching various morphological versions of a lexeme, case sensitivity on); *Regex* (identification of words and word formation products containing a component inserted in the search field); combination of the *Word* and *Case* functions (identification of a particular word form with case sensitivity on) – all of these increase precision of the analysis results. Exact values allow the analyst to observe flexive and word forming potential of a selected expression or its root. An example of the application of this function is illustrated in Table 2.

Table 2. *Concordance I* function

Concordance I function		
Expression, wildcard [function]	**Examples from corpus**	**Freq**
zdan*|dan*|*daň* [Words]	daň, dane, daní, dani, zdaniteľných, daniach, daňou, zdanania	1214
daň* [Words]	daň, daňou, daňovým daňových, daňového, Daňový, daňový, Daňovému…	1635
daň [Words]	daň, Daň	98
daň [Words, Case]	Daň	96
Daň [Words, Case]	Daň	2
daň [Case][§]	daň, daňový, daňových, daňového, daňovým, daňovou …	1517

Filtering particular morphological forms and/or the word formation products leads to an even more detailed analysis of the language material, e.g. the *Concordance* function through identifying frequently occurring combinations with other word units. The most frequently occurring lexical units containing the "dane" component are presented in Table 3.

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[*] In the Slovak legislation, the expression *správca dane* (English: tax administrator)*is defined as* the tax office, customs office or municipality (Source: Act No. 563/2009 Coll. on tax administration as amended, Article 1, Section 4 (1); http://www.zakonypreludi.sk/zz/2009-563 (26-4-2016) Based on this, it can be stated that the German expression *Finanzbehörde* [Slovak: *daňový úrad*] is a hyponym of the Slovak expression *správca dane*.

[†] *Co-text* is defined as language environment; the text occurring in the immediate vicinity of the researched means of expression. In contrast, *context* represents the non-language environment -- the communication situation.

[‡] Concordance is defined as a set of co-texts pertaining to a key word. Co-texts of certain length grouped around the selected key word are extracted from the corpus (compare Lemnitzer – Zinsmeister 2006, p. 196).

[§] Since the -*daň*- component lacks word formation potential in Slovak, the same values would be returned if we used the *Regex* function.

Table 3. *Concordance II* function

Concordance II function		
Expression, wildcard [function]	**Examples from corpus**	**Freq**
správ* dan* [Words]	správe daní, správu daní, správou daní, Správca dane, správcom dane, Správcom dane, správcu dane...	884
pl?t dan* [Words]	platenie dane, platenia dane, PLATENIE DANE, platení dane, zaplatenia dane, zaplatením dane, nezaplatením dane, platiteľom dane, splatnej dane, splatnosti dane, platbu dane, splátku dane...	90
urč* dan* [Words]	určovania dane, určovaní dane, určenie dane, Určenie dane, URČENÍ DANE, určenia dane	31
rát da* [Words]	vrátenie dane, vráti daňovému, vrátenie daňového, vrátiť daňovému, vrátenia dane...	20
vyrub* dan* [Words]	vyrubeniu dane, vyrubenie dane, vyrubenej dane	19

The practical applicability of data obtained this way in order to enhance the quality of the translation process depends on the values pertaining to the occurrence frequency of particular word forms, lexemes, or phrases. In studying of the morphological and semantical level, it is important to pay due attention to these. It helps us to select a suitable equivalent in the target language and also allows us to verify the proposed selection in parallel with the target language corpus. The translator should focus mainly on emerging discrepancies, whether qualitative[*] or quantitative[†], and examine them in detail, e.g. using explanatory dictionaries or other expert literature sources[‡].

Collocates and *Clusters* functions

The *AntConc* software provides other functions to further analyse the word forms, lexemes or phrases selected through the previously described processes such as *Clusters* and Collocates[§]. Due to limited space and the fact that these functions were already discussed elsewhere (see Tuhárska 2013 and 2014), we will only comment on them briefly and summarize why they are useful to us.

The output of the *Collocates* function reflect the diversity of the possibilities of combining the examined expressions with other neighbouring elements from a statistical point of view. Here it is possible to identify direct co-textual units by generating two-component collocates with the examined expression as the core, i.e. we identify which expressions usually occur right before (1L) or after (1E), the examined expression. The volume of the co-text observed can be extended as needed. The outcomes of such an investigation can empirically reflect the relevance of the particular word phrases based on a generally valid statistical connection between the collocate elements and the data on occurrence frequency obtained from the corpus.

As for the *Clusters* function of the AntConc software, clusters of three or more elements can be generated to observe their occurrence frequency. In general, the Clusters function is useful for

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[*] Qualitative viewpoint is defined as the extent to which we understand the morphological and/or semantic (in)consistency of means of expression in the source and target languages. Discrepancies on this level can potentially generate translation problems and call for solution through suitable translation procedures.

[†] The quantitative viewpoint is related to the (in)consistencies in occurrence frequency of equivalent language means in the source and target languages.

[‡] The process was illustrated in Table 1, therefore we will not further elaborate on this issue.

[§] To explain the term collocate, we will draw on the following definition from specialized literature: A collocate is an expression which usually consists of an arbitrary and conventional connection of two components (e.g. blonde hair). In a collocate, a collocation base as the semantically independent element can be found (hair) and the collocator (blonde) as the semantically dependant element can be found (Engelberg – Lemnitzer 2001, p. 391).

identifying multielement clusters with interesting occurrence frequency which is widely applicable in practice. Data related to clustering values also provide information on the diversity and unification in the way of expressing information through selected language means on a syntagmatic level. The occurrence intensity of clusters provides information on the extent of conventionalization in using a language in a certain text type. The more frequently the clusters occur in the corpus, the higher their conventionalization and typization, therefore predictability. In this context it is important to focus not only on the frequency, but also the length of the clusters. The stability of the quantitatively larger (longer) language structures correlates with the extent of their conventionalization and their potential for typization of the given text. In other words: If the same procedures of expression keep occurring in the corpus consistently even regarding larger clusters, it can be assumed that their stability is high and the language structures can be predicted from the quantitative viewpoint. This fact can be put to use in practice. Learning the complex language structures creates a precondition for learning to use phrases used in a foreign language even despite the fact that these are not inevitably identical with the structures occurring in the source language.

Conclusion

As for the research goals pertaining to the issue, the following can be stated: The two approaches 1) moving from the empirical to the theoretical, and 2) moving from the conventions to the standard pose two viewpoints of the same issue. Both approaches are connected with increasing of effectiveness in the translation practice. On one hand, empirical data can be used as a basis to formulate theoretical starting points applied in the translation process. On the other hand, particular corpus data (mainly with focus on the frequency information) can help the translator and/or interpreter to focus on stable (conventional) means of expression used in the given text type. These can serve as a basis for the creation of standards applicable to translation of rather less frequent, yet parallel clusters of language units. The article deals primarily with the corpus analysis method, however, it is important to point out the importance of the role of the translator and/or interpreter. Everything depends on their experience which has impact on all of the above mentioned components. Since the translation process is usually related to human activity and their active cognitive approach, the empirical (objective) corpus analysis method can be perceived as a counterpart to the subjective work with the handling of the text, the translation as a process represents (e.g. the translator has to consider all specialized, semantic, and textual criteria, see Štefaňáková, 2014, p. 150). The dialectic relationship between these two elements can be a very effective tool. The results of a corpus analysis can be stimulating to the translator and/or interpreter and help them focus on the data which are important for them from an empirical point of view. Their careful consideration in conjunction with the translator's and/or interpreter's knowledge base can have a positive impact on their translating practice. Therefore, it can be concluded that mutual complementarity of these components has a powerful potential to significantly improve the quality of the translation.

Acknowledgements

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Using Fansubbing as an Interdisciplinary Tool
for Subtitle Teaching in the Slovak Context

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Abstract

The presented article deals with bringing amateur subtitles into the process of subtitle teaching. While subtitling has developed into an independent discipline within translation studies, there are still blank spaces to be filled in the area of subtitle teaching, which has been lacking especially in Slovakia. We briefly describe amateur subtitles and their history, address the issue of subtitling in Slovakia and abroad and highlight the interdisciplinarity of subtitling and subtitle teaching, which results from combining translation studies, technical aspects of subtitling and the current situation on the market, all of which constitute an important basis for subtitle teaching. We also present how amateur subtitles might be helpful in subtitle teaching, specifically because of the usual number of mistakes they contain and because they reflect the need of subtitling market and the audience. The overall aim of this article is to link text analysis, translation criticism, technical aspects and market demands in the form of amateur subtitles, which can help the students to learn by observation, analysis, criticism and feedback.

Keywords: subtitles, television, analysis, teaching, translation, software, technology, fansubbing, amateur, classroom.

Introduction

Subtitling as a part of translation studies has gone through a radical development during the past two decades and nowadays has become an acknowledged discipline within the field. There are numerous books published on subtitling and subtitle teaching (Cintas-Anderman, 2009; Orero, 2004; Cintas – Remael, 2007) advising the translators how to create subtitles of good quality and how to prepare future translators for the subtitling market.

The subtitling theory focuses not only on the aspect of incorporating translation studies into the practice [Thawabteh, 2011: 24], but also technological aspects such as spotting, using software and current situation on the subtitling market [Pošta, 2011: 7-10]. While all these practices are important in order to prepare a student for a successful career as a translator working in the subtitling industry, we still feel there is a room for improvement when teaching subtitling as a translation practice.

The aim of this article is to introduce the possibility of using *fansubbing* or amateur subtitles in the classroom as a didactic tool for subtitle teaching. This practice overlaps with translation criticism, but also expands to technical aspects of subtitling, creating a multidisciplinary approach to the topic, diverting from theory to actual practice and working with materials that are up to date in the context of technological era and contemporary media.

Fansubbing

The term fansubbing comes from a linguistic blend of the words fans and subtitling, originating "with the creation of the first anime clubs back in the 1980s" [Cintas – Sánchez, 2016: 37] and with the accessibility provided by the internet, becoming "nowadays the most important manifestation of fan translation" [Cintas – Sánchez, 2016: 37]." Fansubbing has a doubtful legal status because of the copyrights which usually do not allow distribution of digital media. Despite

this conflict with law, there is an ever-growing community of translators creating amateur subtitles for various films and television series

While initially fansubbing emerged in relation with Japanese anime [Lee, 2010: 4], today we can say it has become a part of almost every culture and language (Bold, 2011; Massidda, 2013; Zhang, 2013) including the Slovak and Czech contexts. In Slovakia, amateur subtitles emerge mostly based on the illegal copies of films and television series, although the sites providing subtitles claim there is no copyright infringement.

In the context of Slovak and Czech translation, amateur subtitles are considered an unclear contribution to the translation market. In relation to the audience, this kind of subtitles is a free, unpaid and simple way to watch films in a different language. Often, the subtitles are made as soon as the film/episode airs and the speed of subtitle production is a priority. While often translators who create amateur subtitles receive no financial reward and the primary motivation is also non-financial, it may lead to the disruption of the market [Pym, 2012: 4] since translation reaches the status of an easy and anonymous job.

From the point of view of translation studies, amateur subtitles are often considered substandard [Pošta, 2011: 9], though technologically better than the official subtitles. This is because amateur subtitles are created by non-professional translators (students, fans) who do not know translation strategies, but are technologically advanced and have no problem to spot or time the subtitles. However, compared to official subtitles, there is a possibility of better feedback as subtitles appear online and can be commented on, therefore providing room for further changes and improvement.

The technological aspect of fansubbing requires most commonly a software that is freely available to the users, such as *Subtitle Workshop*. The translator, or the subtitler as a person who not only translates, but also spots the subtitles, usually waits for the English version of subtitles, which make spotting easier [Tvarzdík, 2015: 1].

Teaching subtitling in the Slovak context

Subtitling and audiovisual translation are closely related to the rise of media in the 21th century. In Slovakia, translators and scholars reacted to this trend rather later than abroad [Želonka 2014: 10] and subtitling and audiovisual translation are still relevant topics in the Slovak context. As Želonka mentions, the need for the theory on audiovisual translation was mentioned as soon as in 1983 by authors as Bednárová, Hochel and Popovič. Today, most notable authors in Slovakia dealing with audiovisual translation are Emília Janecová (2012), Edita Gromová (2013) or Miroslav Pošta in Czech context (2011), whose publication *Titulkujeme profesionálně* (*Professional subtitling*) is unique in the Czech and the Slovak contexts, since it is very recent and can be applied also to the needs of Slovak subtitling market.

As subtitling developed into an independent discipline within translation studies, the need for teaching practices appeared alongside with this development. Subtitling as a course is nowadays taught at many universities whether abroad or in Slovakia (*Matej Bel University, Constantine the Philosopher University, Comenius University*) and also many publications appeared on teaching subtitling. Most notables to mention are *The Didactis of Audiovisual Translation* (2008) by Jorge Díaz Cintas, articles as *Teaching Subtitling at University* (2001) also by Jorge Díaz Cintas; *Teaching Subtitling Routines* (1994) by Herman Brondeel; *Teaching Subtitling in a Virtual Environment* (2003) by Francesca Bartrina; *Teaching Audiovisual Translation: Theory and Practice in the Twenty-first Century* (2012) by Emília Janecová as an insight into teaching subtitling in Slovakia or *Teaching Audiovisual Translation* (2003) by Christine Sponholz as a topic of a master' s thesis.

In the following part of the article we present the most common techniques used and mentioned for teaching subtitling. As we have previously mentioned, it is important to focus on the three main aspects of subtitling: the aspect of translation studies, technical aspect and the aspects of the subtitling market.

Subtitling is considered for literary translation [Pošta, 2011: 22] and is therefore subject to common translation problems solvable with translation strategies. While a book translation presents no constraint for a translator in terms of space and time, "there are numerous constraints in subtitling, and there is no systematic recipe to be followed" [Georgakopoulou, 2009: 29]. In terms of translation studies we therefore have to pick translation strategies that fit these

constraints. Georgakopoulou mentions that "reduction … is the most important and frequently used strategy in subtitling" [Georgakopoulou, 2009: 30], which is because of the character limited lines of subtitles, and also the limited time of the appearance. Naturally other translation strategies and methods are applicable and often necessary, specifically simplification, compensation, normalization or naturalization, and finally explication [Pošta, 2011: 62-67].

While nowadays translators of subtitles are considered "multifunctional" as "it is the subtitler's job to spot the production and translate and write the subtitles in the (foreign) language required" [Carroll – Ivarsson, 1998: 1], the technical aspect of subtitling should not be neglected. Although timing of the subtitles or so called *spotting* is becoming redundant since translators simply use a "form of universal template subtitle files in English (also referred to in the profession as the genesis file or the transfile), to be used as the basis for translation into all languages" [Georgakopoulou, 2009: 30]. Even this template has to be created in the first place, therefore we still consider timing subtitles relevant. For this purpose, usually free subtitling software is used in a classroom, such as the already mentioned *Subtitle Workshop* which is freely available [Sierra, 2014: 74].

The third aspect of subtitle teaching with regard to translation market is closely related to so called "praxeology," that is, teaching the students about the situation on the market and the real-life opportunities for a subtitler. In the Slovak context, we can draw knowledge from the publication of Martin Djovčoš, who in his book *Who, How, and Under What Circumstances Translates* (*Kto, čo a za akých podmienok prekladá, 2012*) maps the current situation of the translators in Slovakia, including practical matters as freelancing, prices, software and tools. Combined with Pošta's publication about the subtitling market in the Czech republic, it is possible to draw attention to matters such as the lack of subtitlers' professional organizations, low financial reward, low awareness in the academia, with the goal to enlighten these problems and suggest improvements, such as: 1. Establishment of a professional organization; 2. Teaching subtitling at universities; 3. Research based on translation studies and cognitive sciences; 4. Well-founded criticism [Pošta, 2011: 15].

Merging amateur subtitles and teaching

We summarize and suggest classroom activities using amateur subtitles in order that students understand not only the technical and translation-related aspects of subtitling, but also the socio-cultural aspect relating to market and the Slovak context using an example of amateur subtitles for the movie *Crimson Peak* from the site *titulky.com* by the author writing under a pseudonym. These are as follow:

1. Text analysis and socio-cultural aspects;
2. Translation criticism and feedback;
3. Observing technical aspects;
4. Comparing official and amateur subtitles.

Text analysis as a first part of subtitle analysis process may be based on Nord's text analysis, with goals to distinguish the extratextual and intratextual factors relating to the subtitles as a basis for predicting the problems that might arise with the translation itself. Nord defines extratextual analysis in terms of inquiring about

"the author or sender of the text (who?), the sender's intention (what for?), the addressee or the recipient the text is directed at (to whom?), the medium or the channel the text is communicated by (by which medium?), the place (where?), and time (when?), of the text production and the text reception, and the motive (why?) for communication" [Nord, 1991: 36].

In terms of intratextual analysis, Nord talks about

"the subject matter the text deals with (on what subject matter?), the information or content presented in the text (what?), the knowledge presupposition made by the author (what not?), the composition or the construction of the text (in what order?), the non-linguistic or paralinguistic elements accompanying the text (using which non-verbal elements?), the lexical characteristics (in which words?) and syntactic structures (in what kind of sentences?) found in the text, and the suprasegmental features of intonation and prosody (in which tone?)" [Nord, 1991: 37].

In case of our example, the amateur subtitles for the 2015 movie *Crimson Peak* we can observe the following extratextual characteristics: the sender is anonymous, or using a pseudonym, the recipient is the audience which cannot speak English, the medium is internet, precisely the site

titulky.com, which contains Slovak and Czech subtitles. The subtitles appeared online on November 15. The motive was to allow the audience to enjoy the movie before it is released on a DVD. All these extratextual factors are very common for amateur subtitles and they differ from usual literary translation in almost all the points. The students should therefore arrive at the following conclusions:

- The authors of amateur subtitles wish to remain anonymous in most cases, unlike a book translator, whose name is known,

- the intention of the sender is to *share* with no financial reward, only praise or personal satisfaction,

- internet as a medium allows for a fast and wide spread of the text,

- amateur subtitles appear as soon as a copy of a movie is available online,[*]

- the motive is related to the Slovak subtitling market often depending on Czech subtitles.[†]

The intratextual analysis can be related with translation criticism when expecting and identifying translation problems and strategies. The subject matter as a literary translation should not prove exceptionally difficult (regarding the absence of specific terminology encountered with technical translation). The knowledge presupposition, however, will be limited, because the subtitler worked with only the video as a source material (not a transcript), which is not recommended [Caroll-Ivarsson 1998:1]. Therefore we may expect encounter omissions or mistakes due to misheard expressions. Also the non-lingustic and paralingustic aspect of the source material must be stressed since it is a video, not a regular text. The remaining lexical characteristic and syntactic structures relate to the dialogic nature of the movie, direct speech and the setting (in our case, Victorian England).

It is also important to address the question of the subtitling market. Why do amateur subtitles emerge in the first place? How fast do they emerge? What can we deduce from such observations? All these questions and their possible answer relate to the current status of the popular media in the Slovak republic and worldwide and to the demands of the audience and the market.

The reason for which amateur subtitles emerge worldwide is very simple and practical, as Ramsey Isler illustrates on the example of Japanese anime series in The United States:

"Anime companies have made the mistake of assuming that U.S. audiences will patiently wait for months or years to see series that are hot in Japan. The crux of the problem is that fans want the latest thing from Japan, right now! The fansub translation phenomenon shortens the time it takes for rabid anime fans to get their fix, as well as providing access to series that may never see an official U.S. release," [Isler, 2008: 2].

We could apply the same viewpoint to the Slovak context. Since the internet provides access to any series airing abroad, the audience does not want to wait several years for a Slovak translation, whether in the form of dubbing or subtitles, appearing on the television. However, the Slovak context stands very close to the Czech context, and is often influenced by it. Specifically, in the area of the popular media and even subtitling, we often encounter usage of Czech subtitles even with the Slovak editions of films, as well as Czech dubbing in Slovak television. This import of Czech language is, however, only one-way [Chorvát, 2013: 1] and constitutes a dilemma which many sociolinguists try to solve. The mention of the Czech context in relation to amateur subtitles is important, because the Slovak audience often uses these and Slovak subtitlers do not even bother to create a Slovak version since the Czech one is already available.[‡]

One of the basic characteristics of amateur subtitles is that they emerge fast, even a few hours after the source material in the form of a video is available online. Most commonly, people who create these subtitles do not necessarily have to be translators, although they might be, as in the case of a Slovak subtitler Matej Laš, who studies translation and interpreting and spends about twelve hours creating subtitles for a 45-minute TV show episode [Mikušovič, 2015: 1]. In an

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[*] TS illegal copy version of the crimson Peak appeared online on November 5, while the subtitles were available as soon as November 10.

[†] The official Slovak DVD copy contains only Czech subtitles and only Czech/English audio.

[‡] Using the popular television series *Game of Thrones* as an example, we can see that the website with Czech and Slovak amateur subtitles *www.titulky.com* offers no Slovak, only Czech subtitles for the episode that aired the night before, May 1.

interview, a subtitler using a pseudonym *Larelay* says she considers amateur subtitles better than the official ones [Pošta, 2011: 141] and the official subtitlers often underestimate the audience, using too much simplification and too low CPS (characters per second).[*]

This analysis gives basis to expected translation strategies and problems we can find in translation criticism, whether it is positive criticism to highlight the applicable strategies or negative criticism to learn from the subtitler's mistakes. After establishing the basic intratextual and extratextual text characteristics, we can move on to translation criticism itself.

First of all, as we have mentioned, amateur subtitles tend to be of better quality regarding the technical aspects, but of worse quality regarding translation and "mistakes tend to be fairly common" [Cintas – Sánches, 2006: 47]. It is this technical quality that can serve as an adequate example for the students, while they can still observe translation strategies that the translator used or failed to use and suggest changes or improvements. Another purpose of amateur subtitles in classroom is therefore to subject them to analysis and translation criticism, asking the question "how do we know when a translation is good?" [House 2001: 243] Translation criticism, however, does not only serve to highlight the negative related to the frequent mistakes, but also the positive solutions and strategies [Simpson 1975: 255]. The students should be aware of translation shifts as defined by Popovič and be able to identify them:

"1. Macro-Stylistics (Thematic Composition)
a) Modernization → Zeitbezug
 b) Localization → Ortsbezug
 c) Adaptation → Sachbezug
 2. Micro-Stylistics (Language → Style)
a) Intensification of Expression
i. Standardization of Expression
ii. Individualization of Expression
b) Correspondence of Expression
i. Substitution of Expression
ii. Transformation of Expression
c) Attenuation of Expression
i. Leveling of Expression
ii. Loss of Expression," [Popovič, 1975: 130, in: Špirk, 2009: 16].

In our case, we can highlight several examples of translation strategies including those from theory of Newmark, Graedler, Harvey [Ordudari, 2007: 1] and Popovič with Pošta. Although we cannot provide a thorough criticism, which is suitable for a work of a larger extent; we provide a few examples, which should be categorized into shifts caused by the restrictive nature of subtitles and shifts arising from translation as such.

We perceive shifts arising from the restrictive nature of subtitles (time and space) as those defined by Pošta [2011: 62], specifically simplification, normalization and explication. Simplification may arise as most commonly to limited characters of subtitles (A name, a patch of land and and the **will to make it yield**... - S menom, pozemkom a s **odhodlaním**), where the expression "will to make it yield" become simply "will," not related to the context of land. Normalization is closely linked to generalization, arising from an effort to adjust culturally specific realia to the target language (I'm submitting it to the **Atlantic Monthly**... - Posielam to do **novín**...), where the name of the newspapers was omitted and substituted with a general term "newspaper." Explication is, on the contrary, and effort to explain these realia to the target audience.

The remaining of translation shifts and strategies are not linked to the nature of subtitles and may arise in any media. Several examples include transformation of expression (Goodness, with the **great man** himself... - No toto, hneď s **veľkým šéfom**...), where the great man became a great chief, substitution of expression (Stubborn to the bone. - Zaťatá ako mulica.), which is a natural process substituting proverbs with those typical for the receiving culture, word-for-word translation, omissions and additions.

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[*] Characters per second indicate the reading speed of the audience – the more characters appear in one second, the faster they need to be read. Also used as an acronym CPS.

It is the positive solutions and strategies, that, with amateur subtitles are very closely related to feedback and the possibility to edit the subtitles anytime. It is the user feedback that gives the students a chance to see *a) what does the audience require from the subtitler* and *b) how does the subtitler react to these requirements*. It is interesting to note that very few academic works mention feedback as a didactic tool, if they mention feedback at all in relation to amateur subtitles. However, feedback is important in the field of translation studies and closely related to translation criticism. While with literary translation like books, feedback does usually not help to improve the translation since the book is already printed and cannot be edited, with amateur subtitles the situation is different. Adam Rush acknowledges this possibility with amateur subtitles, saying that "forums and chat rooms allow for instant feedback to the fansub producers, so that they can respond to fan requests and suggestions" [Rush, 2009: 1]. These requests and suggestions are often applied to the existing text file not once, but continuously, providing room for subtitles to become better every time a change is made. As some authors feel there might be "relatively little discussion of language issues in specific fansubs" [Benson-Chan, 2010: 5], it is necessary to bring such discussion forth in order to address the language and translation issues, which can providing a necessary basis for educational purposes.

Feedback can be perceived in the form of thanks, request to change the translation, request to re-spot the subtitles (adapt the timing for another version of the film) as often perceive on the website containing amateur subtitles (titulky.com). In our case, there were numerous thanks, several requests to re-spot the subtitles and some praise for the translator on doing a good job and we have encountered no negative criticism.

The technical aspects of subtitling should focus on the basics like timing, CPS (Characters per second), length of subtitles using recommendations from *Code of Good Subtitling Practice* by Mary Caroll and Jan Ivarsson or *A Proposed Set of Subtitling Standards in Europe* by Fotios Karamitroglou, which both mention the most basic technical requirements, such as:
- Maximum two lines in one subtitle,
- number of characters should be limited to forty,
- maximum duration of a full two-line subtitle should be around 6 seconds,
- maximum duration of a full single-line subtitle should be around 3 seconds,
- CPS recommended to 12,
- puncuation according to the standards of the recipient country should be used. [Pošta, 2011; Caroll – Ivarsson, 1988; Karamitroglou, 1997]

All these requirements can be tested by loading the subtitles into a subtitling program *Subtitle Workshop* and watching the video with the subtitles in order to find any discrepancies, while displaying technical information on the tools panel. These information show the number of errors including too short pauses between subtitles, dialogues in one line, exceeding character number in a line, longest and short line. Using the selected film as an example, we can establish how amateur subtitles reflect theory in several aspects:
- subtitles with more than two lines – zero cases,
- maximum characters in one line - 43, which is over the established 40 limit, although only by three characters,
- maximum duration subtitle – exceeds the six second limit by two seconds,
- shortest duration subtitles complies with the minimum limit one second,
- average CPS is 12, complying with the recommended CPS [Pošta, 2011: 49].

The errors displayed by the program are as follow:
- unnecessary spaces (removable by using search and replace function),
- too short pauses between subtitles (it is recommended to use at least 0.08 or 0.16 second pause),
- an error of dialogue in one line, which should be divided into two lines,
- too many CPS (e.g. 61 characters for 3.35 seconds),
- too long duration in case of the 8 second subtitle.

Using these information and errors can help see that there are no major technical mistakes in amateur subtitles, and the minor ones can be easily fixed (divide subtitle into two lines, shorten the duration, delete unnecessary spaces, etc.) and in terms of technical quality, the subtitles cannot be considered substandard.

Comparing amateur subtitles and professional, or official subtitles has become a subject of many articles and final theses, such as *Comparing professional and amateur translations of word play in How I met your mother* [Paajoki, 2012], *Compliments in fansubs and in professional subtitles: The case of Lost* [Bruti, 2015] focusing on the reception, *Honorifics in Korean Drama: a Comparison of Translation Procedures between Amateur and Professional Subtitlers* [Rossum, 2015] approaching translation of subtitles for drama.

The comparison of such subtitles can yield answers to several questions, including the status of subtitles on the market, since one has to choose a medium that has both official and amateur subtitles. The problem to find such a medium is not based on the lack of amateur subtitles, but rather on the lack of official subtitles, indicating the neglect to provide such subtitles from the side of the film distributors in Slovakia. Students should also be encouraged to do translation criticism of both amateur and professional subtitles in their final theses, providing feedback which is often lacking in the latter case. The comparison of subtitles can also answer questions about quality, which can correspond with Pošta' s view that amateur subtitles are technically more advanced, but in terms of translation, the quality of professional subtitles is higher. However, not all authors agree with Pošta' s view, some of them finding that "no significant differences between the professional and the amateur translators could be detected" [Paajoki, 2012: 20] and the existing theses by students (although in Czech context) such as *The Comparison of Amateur and Professional Subtitling of the TV series Game of Thrones* found that regarding the comparison of such subtitles, "tendencies of amateur and professional are rather similar" [Platošová, 2013: 41].

Conclusion

In the presented article we focus on using amateur subtitles as a didactic tool for subtitle teaching, based on the interdisciplinary approach using text analysis, translation criticism and technical aspects of subtitles. At first we focus on subtitling in general, highlighting the current situation in Slovakia, which has been lacking in the area of subtitling compared to foreign context. We could say that Slovakia' s golden age of subtitling has begun only in the 21st century, relating to many academic publications and events, such as the 2016 conference *Audiovisual Translation: Dubbing and Subtitling in the Central European Context*.

The overall aim of the article is to show how amateur subtitles can help students learn subtitling. Amateur subtitles, or fansubs, have been present since around the 1980s and emerged with Japanese anime series, which have found an audience mostly in the United States. Later, they became one of the most common and widespread representation of fan contributions to translation despite its doubtful legal status. The characterization of amateur subtitles is as follows: higher technical quality, lower quality of translation, speed and immediate feedback.

It is because of the higher number of mistakes that the students can subject the subtitles to translation criticism, again, not only highlighting the negative issues, but finding the positive solutions as well. We provide several examples of such criticism using an example of amateur subtitles for the movie *Crimson Peak,* preceded by the text analysis of intratextual and extratextual factors. The specifics of amateur subtitles are reflected in the non-financial motive of the translator, internet as a medium of transmission and the possibility of immediate and fast feedback.

The presented classroom activities also include comparing official and professional subtitles and using *Subtitle Workshop* to check the technical side of the subtitles, such as the length, number of lines, and the characters per second.

Based on all the presented phenomena and characteristics, we believe that fansubbing or amateur subtitles can be used in the classroom for teaching subtitles due to their usability not only in relation to translation studies, but also to the technical aspects of timing and to the real market demands and opportunities. Therefore, they can provide an integral part for subtitle teaching which can be adapted to the specific needs of a selected country, since the situation might differ from state to state. This multidisciplinary approach based on translation studies and translation technology combined with the practical aspect of subtitling market can help the students to be prepared for the future job as a translator of subtitles for either movies or television shows.

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