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*Bakalářská práce*

**Užívání pasiva v ekonomických textech**  
**Use of the passive voice in texts on economics**

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## **Anotace**

Tématem této bakalářské práce je užívání pasiva v ekonomických textech. Na vybraném odborném textu z oblasti ekonomie provádím vlastní analýzu, ve které se zaměřuji na důvody užití trpného rodu a možnosti jeho překladu do češtiny. Jako text ekonomický jsem vybrala anglické články z magazínu Czech Business Weekly, které porovnávám s jejich českým překladem. Práce je rozdělena na dvě základní části – teoretickou a praktickou. V teoretické části popisuji trpný rod jako jazykový jev, jeho možné formy, omezení, která platí v češtině a angličtině, dále se zabývám možnostmi vyjádření konatele, funkcí pasiva, jeho způsoby překladu a frekvencí s ohledem na odborné texty. V praktické části provádím samotnou analýzu textů a jejich překladů z hlediska frekvence výskytu trpného rodu, nejčastěji používaných forem a vyjádření konatele. Na základě teoretických poznatků uvádím důvody, které vedly překladatele k použití trpného či činného rodu.

## **Abstract**

The topic of this thesis was the use of the passive voice in texts on economics. English articles from the magazines Czech Business Weekly were chosen and compared with their Czech translations. The texts were analyzed, the rationale for the use of the passive voice described and possible ways to translate the passive voice into Czech discussed. The thesis was divided into two parts, theory and practice. In the theoretical part the passive voice was described from the linguistic point of view, especially its possible forms and constraints which occur in Czech and English. Additional theoretical topics included ways of expressing an agent, the functions of the passive voice, how to translate the passive and the frequency of passives within economics writings. The practical part analyzed the articles in terms of frequency of the passive voice, its most commonly used forms and how the agent was expressed or not expressed. Theoretical reasons why translators used the passive or active voice were discussed.

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# 1 Introduction

This thesis offers an analysis of the passive voice in translations from English into Czech. The differences between English and Czech are not dramatic; however, they should be taken into account when attempting to accurately translate voice. The research is based on the examination of selected articles from the economics magazine, *Czech Business Weekly*.

Voice is a linguistic category that exists in most languages. However, there are many structural differences among individual languages; rules and conventions for the usage of the active and the passive voice are not identical in all languages.

The differences in the systems of the passive in English and in Czech concern not only its form but partly also its function and stylistic value. This results in a difference in the frequency in use of the passive voice in the two languages. In English, the passive has more functions and is used more commonly and frequently than in Czech. As a consequence of the systemic differences between the two languages, traceable differences in the usage of the passive in original English and Czech texts and also in translations from one language into another should be found.

The aim of the study is to first offer a theoretical presentation of the main differences in the systems of the passive in English and in Czech. The next goal is to verify these theoretical assumptions on a sample of original English texts and on translations of these texts into Czech. The research sample consists of selected parts of articles and their translations from the economics magazine, *Czech Business Weekly*.

The thesis comprises two main parts – theory and practice. In the theoretical part, the systems of the passive voice in English and in Czech are discussed. First, theoretical approaches concerning definitions, forms and descriptions of the passive voice from the point of view of different linguists are examined. Then approaches concerning the translation of the passive voice from one language into another are discussed. In the following chapters, differences and similarities in the form, the function and the stylistic value of the passive voice in English and Czech are implied, which provides the background for a practical analysis of the research sample.

To what extent are the linguistic differences in the system of the passive in English and Czech realized and really employed in practice by translators is the main subject of the practical analysis.

## 2 Theoretical part

### 2.1 The Passive Voice as a language pattern

This chapter focuses on the definition of the passive voice, what are its forms, when we use it and what are the constraints of the passive voice from the point of view of different grammar experts. The system of the passive voice in English and in Czech is discussed in this chapter.

#### 2.1.1 Defining the passive voice

Quirk states that voice is a grammatical category which makes it possible to view the action of a sentence in two ways: in the “active voice” and in the “passive voice.” He defines the passive voice by contrasting with the active voice. According to him are in the active-passive relation important the verb phrase and the clause. In the verb phrase, the difference between the two voice categories is that the passive adds a form of the auxiliary BE and the past participle of the main verb. From the clause perspective, passivization involves rearrangement of two clause elements and one addition. The active subject becomes the passive agent, the active object becomes the passive subject, and the preposition *by* is introduced before the agent.

**Fig**

<b>John</b> <b>S</b>	<b>kissed</b> <b>V</b>	<b>Mary</b> <b>O</b>
<b>Mary</b> <b>S</b>	<b>was kissed</b> <b>V</b>	<b>by John</b> <b>A</b>

S – subject

V – verb

O – object

A - passive agent

We can see in this figure the process of active-passive transformation.



**Quirk expresses the voice transformation also in this formula:**

*noun phrase1 + active verb phrase + noun phrase2*

*noun phrase2 + passive verb phrase + by noun phrase1*

The important thing is that the meaning of a sentence remains the same while the voice changes. In *John kissed Mary* and *Mary was kissed by John*, *John* is in both voices the ‘performer of the action’. In the sentence structure, however, the active subject corresponds to the passive agent.

### **2.1.2. Basic forms of the Passive Voice**

#### **The form according to Hais**

<i>Present:</i>	it is made
<i>Preterite:</i>	it was made
<i>Perfect:</i>	it has been made
<i>Pluperfect:</i>	it had been made
<i>Future:</i>	it will be made
<i>Future Perfect:</i>	it will have been made
<i>Present Conditional:</i>	it would be made
<i>Past Conditional:</i>	it would have been made

#### **The form according to Swan**

<i>Simple Present:</i>	is + pp <sup>1</sup>
<i>Simple Past:</i>	was + pp
<i>Present Perfect:</i>	has been + pp
<i>Past Perfect:</i>	had been + pp
<i>(Simple) Future:</i>	will be + pp
<i>Future Perfect:</i>	will have + been + pp
<i>Present Progressive:</i>	is being + pp
<i>Past Progressive:</i>	was being + pp

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<sup>1</sup> pp – past participle

## The form according to Quirk

	ACTIVE	PASSIVE
present:	kisses	is kissed
past:	kissed	was kissed
modal:	may kiss	may be kissed
perfective:	has kissed	has been kissed
progressive:	is kissing	is being kissed
modal + perfective:	may have kissed	may have been kissed

We can see in the comparative charts that Hais and Swan present eight forms of the passive voice with the difference that Hais presents furthermore the form of the passive voice in the conditional. Swan and Quirk added progressive forms. The system of the passive voice proper is quite complicated both in English and in Czech and moreover individual linguists apply different classifications of the passive. However, the basic pattern of the English pattern of the English passive has been agreed on. It consists of a form of the verb *be* and the past participle form of another verb. Yet, not all passive clauses contain *be*, some have *get* (*become, grow, stand, etc.*) instead and there are also passives that contain neither of these verbs. These passive constructions are called *bare passives* - *The guy mauled by our neighbour's dog is in intensive care.* (Huddleston, Pullum 2002:1430)

There are two basic forms of the passive voice in Czech. The periphrastic form consists of a form of the verb *be* (*být*) and a passive participle. This form is equivalent to the English *be* + past participle form. The other way to express the passive voice is by the reflexive passive. The reflexive form is expressed by a reflexive form of the verb.

periphrastic form	reflexive form
<i>Many paintings were destroyed by the fire.</i>	<i>Something must be done for children.</i>
<i>Mnoho obrazů bylo zničeno ohněm.</i>	<i>Pro ty děti se musí něco udělat.</i>

(Hais 1975:152)

### **2.1.3 Another forms of the Passive Voice**

#### **Long Passives**

Long passive clauses (passive clauses containing an internalised complement):

*The gate was carelessly left open by the hikers.*

In passive clauses the complement of *by* corresponds to the subject of the active, and in the default case it is therefore this NP that refers to the agent to which the adjunct relates. In the example above, carelessness is attributed to the hikers. In this example, the subject is inanimate and hence could not be associated with the agent role.(Huddleston, Pullum 2002:679)

#### **Short Passives**

Short passive clauses (those without an internalised complement)

*The letter was inadvertently posted without a stamp.*

In examples like these the internalised complement is implicit rather than overtly expressed, and the default interpretation relates the adjunct to the understood agent – to the person who posted the letter.(Huddleston, Pullum 2002:679)

#### **Dynamic Passives**

The most basic passive pattern is the short dynamic be-passive in finite clauses.(Longman 2007:938)

The passive is traditionally described as a formal and impersonal choice. The formality is consistent with the distribution among registers, with high frequencies in academic prose and with conversation at the opposite extreme. Nevertheless, all passive patterns do not behave in the same way. In particular, the conditions of use are quite different for the short dynamic passive and the long passive.

The short dynamic passive makes it possible to eliminate the participant that would have been expressed in the subject of the corresponding active construction, i.e. normally the agent. As the agent is most typically human, it is correct to describe the short dynamic passive as impersonal. Significantly, its distribution across registers is a mirror image of the distributional patterns for the personal pronouns. It is also significant that the short passive frequently reflects a perspective maintained in long stretches of text.

The long passive preserves all the information that would be expressed in the corresponding active construction; therefore it cannot be described as impersonal. Unlike the

short passive, it is hardly ever maintained in long stretches of text, explaining why long passives are far less common overall than short passives.

Because of these differences between short and long passives, long passives should be considered as competing with the corresponding active constructions choice in describing a situation involving an agent, an action, and an affected participant, presumably because it represents a natural way of viewing things. The affected participant is chosen as subject if the context makes it a more natural starting-point than the agent, especially if it is given in the context and is less informative than the agent.

Although the conditions of use appear to be quite different, the long and the short passive are alike in their tendency to place given information in subject position. This is, however, true of subjects in general and is not limited to passive constructions. (Longman 1999:943)

### **Stative Passives**

Short passive with stative verb

Stative passives describe the state resulting from an action, rather than the action itself:

*Andy may be adopted or something like that.*

Short passive with dynamic verb

Dynamic passives describe an action rather than the resulting state:

*It was stolen from my car. My car was broken into.*

(Longman 1999:936)

## 2.2 Voice constraints

As Quirk states, there are voice constraints. He distinguishes five kinds of ‘voice constraint’ connected with the verb, the object, the agent, meaning, and frequency of use.

### 2.2.1 Verb constraints

Equative verbs<sup>2</sup> and intransitive verbs<sup>3</sup> can never use the passive voice. Some transitive verbs do not occur in the passive either (e.g. have, lack, hold, become, fit, suit, resemble...). On the contrary, with some verbs only the passive is possible (e.g. say, repute...).

Prepositional verbs in English can often occur in the passive, but not as freely as in the active. (e.g. They *arrived at* the expected result. The expected result was *arrived at*.) It is only in figurative use, such as *go into*, *arrive at*, *look into* and many other prepositional verbs, which can accept the passive.

In Czech there are also some verb constraints. We can use the passive voice in principle only with transitive verbs. There are several constraints concerning the transitive verbs with the object in the accusative. We cannot create a participle construction from these verbs which express physical or psychical states. (e.g. *Bolí ho hlava*. He has a headache.) or any movements of parts of human body (e.g. *Zvedl hlavu*. He raised his head), no participle construction exists with imperfective verbs which denote different kinds of static relations (e.g. to have; the verb *have* does not occur as well as in English in the participle construction.). Reflexive verbs with a free morpheme “se” called reflexive tantum (e.g. *smát se*) also do not occur in the participle construction. (translated from *Mluvnice češtiny*, 1986).

Dušková claims that the passive voice is used with transitive verbs in cases where the object is a participant of an action. There are exceptions where transitive verbs also do not create the passive voice. For example, when the meaning of a verb approximates the copula verb and the object is close to adverbial then there is no passive voice used with transitive verbs. The main function of the passive voice is to express an action without the agent.

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<sup>2</sup> equative verbs are to be in the sense of e.g. I am a teacher. where I=teacher.

<sup>3</sup> intransitive verbs are verbs which do not need any object (e.g. Mary sang.)

### 2.2.2 Object constraints

Verbs can be followed by nominal and clausal objects. Co-reference between subject and nominal object blocks the passive transformation. It occurs with reflexive, reciprocal, and possessive pronouns in the object. Normally transitive verbs with other nominal objects passivize:

*John could see himself in the mirror.*

*but not: Himself could be seen in the mirror.*

*We could hardly see each other in the fog.*

*but not: Each other could hardly be seen in the fog.*

*She shrugged her shoulders.*

*but not: Her shoulders were shrugged by her.*

There are constraints used in Czech also. However, there is a distinction concerning ditransitive verbs<sup>4</sup>. Whereas there can be two passive constructions created in English, one where the subject is the direct object and one where the subject becomes the indirect object, in Czech only the direct object can become the subject of the passive voice:

*Everyone is given an opportunity.*

*Každému je dána příležitost.*

*An opportunity is given to everyone.*

*Příležitost je dána každému. (Dušková 1988, 252)*

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<sup>4</sup> verbs which have two objects, an direct object and an indirect object

### 2.2.3 Agent constraints

In English, sentences with the passive voice have mostly no expressed agent. It is irrelevant or unknown, as in *The Prime Minister was attacked last night in the debate*. The agent is often left out when it is redundant, as in *Jack fought Michael last night*. and *Jack was beaten*.

Since the agent is usually left unexpressed, it may be unrecoverable, which means that change of voice from passive to active is highly restricted.

### 2.2.4 Meaning constraints

A shift of meaning may accompany shift of voice in verb phrases containing auxiliaries that have more than one meaning. For example:

*John cannot do it. It cannot be done.*

In the active sentence *can* would normally be interpreted as expressing ability, whereas in the passive sentence it is interpreted as expressing possibility.

### 2.2.5 Frequency constraints

There is a notable difference in the frequency with which the active and passive voices are used. The active is generally the more common, but there is considerable variation among individual texts. The passive has been found to be as much as ten times more frequent in one text than another. A major stylistic factor determining its frequency seems to be related to the distinction between informative and imaginative prose rather than to a difference of subject matter or of spoken and written English. The passive is generally more commonly used in informative than in imaginative writing, notably in the objective, non-personal style of scientific articles and news items.

This generally applies to both languages in Czech and English. We focus on the frequency in the following chapter Frequency of the passive voice.

## **2.3 Agentive passives, Quasi-passives and Non-agentive passives**

Quirk sets up the following classes of passives: Agentive passives, Quasi-passives and Non-agentive passives.

### **2.3.1 Agentive passives**

Quirk explains this class with examples. Consider these three sentences:

*This violin was made by my father.* - In this case the personal agent is used.

*This conclusion is hardly justified by the results.* – In this case non-personal agent is used.

*Coal has been replaced by oil.* – In this case it depends on the interpretation of the *by* phrase. The first interpretation is an active transform with a non-personal agent (Oil has replaced coal). The second interpretation is an active transform where the *by* phrase has been given an instrumental interpretation (*by* = *with*) where an active subject must be supplied (People in many countries are now using oil instead of coal).

### **2.3.2 Quasi-passives**

Quasi-passives can be analyzed in these examples:

*We are encouraged to go on with the project.*

*John was interested in linguistics.*

These two sentences represent a “mixed” class whose members have both verbal and adjectival properties. They are verbal in having active analogues such as *The results encourage us to go on with the project.* *Linguistics interested John.*

The passive sentence *John was interested in linguistics.* can also be seen as related to the following active sentences such as *Someone interested John in linguistics.* or *Someone made John interested in linguistics.* As in *Coal has been replaced by oil.* the prepositional phrase in *John was interested in linguistics.* permits two analyses. We recognize *in* as an agent phrase preposition (like other several prepositions which can introduce such quasi-



agents, for example, *about, at, over, to, with...*). Clausal complements of such quasi-passive constructions can also be said to have an agent function:

*I was surprised to hear John failed in the exam. (To hear that John failed in the exam made me surprised).*

### **2.3.3 Non-agentive passives**

It is not possible to transform or add an agent, since no performer is conceived of. The participles have adjectival values (compare *industrialized – industrial, mechanized – mechanical, e.g. 1. The modern world becomes more highly industrialized and mechanized.*). Besides verbs ending in *-ize*, this class includes constructions, as in *2. The house is already sold.*

These two examples still satisfy the formal passive requirement and the second example has an indirect voice relationship. This class is called non-agentive passive recognizing that *The house is already sold* is related to agentive passive *The house has already been sold.*

## 2.4 Function of the Passive Voice

### 2.4.1 When is the Passive Voice used

According to Quirk speakers or writers use the passive for the following reasons. First, when the identity of the agent is unknown (e.g. *Many lifeboats were launched from the Titanic only partly filled.*) Second, when the goal is to avoid identifying the agent because there is no need to assign or accept responsibility. (e.g. *My letter has not yet been answered.*) Third, when the identity of the agent is unimportant or obvious from the context (e.g. *Nowadays sleeping sickness can usually be cured if it is detected early enough.*). Fourth, in scientific and technical writing, writers often use the passive to avoid constantly using and repeating I or we as the subject and the goal is to put the emphasis on the process. This use of the passive helps to give the writing the objective tone that the writers wish to convey. (e.g. *The subject was blindfolded and a pencil was placed in the left hand.*) Fifth, in the case where the goal is to put emphasis on the agent of the action. Sixth, to avoid what would otherwise be a long active subject. Seventh, to retain the same subject in later parts of the sentence. (e.g. *As a cat moves, it is kept informed of its movements not only by its pads and elsewhere in its skin, its organs of balance, and its sense organs of joints and muscles.*)

Swan states that we can use the passive when we want to keep the same subject, in order to keep talking about the same person or thing; it may be necessary to switch from active to passive and back (e.g. *He waited for two hours; then he was seen by a doctor. Then he was sent back to the waiting room. He sat there for another two hours. By this time he was getting angry. Then he was taken upstairs and examined by a specialist after which he had to wait for another hour before he was allowed to go home.*)

Another common reason for choosing passive structures according to Swan is that we prefer to begin a sentence with something that is already known or that we are already talking about, and we put the news at the end (e.g. *Nice picture. Yes, it was painted by my grandmother.*) or when we want to put heavier expressions at the end (e.g. *I was annoyed by Mary wanting to tell everybody what to do.*)

According to Hais the passive is used when the agent is infinite (e.g. *My watch has been stolen. She was invited to lunch.*) or the agent is less important (e.g. *The dog was run over by a car. The car ran over a dog.*). Further, in monomial verb sentences using the impersonal passive voice (e.g. *A machine was used. The weather was spoken about.*) or in sentences with ditransitive verb (e. g. *She was promised a camera for her birthday.*) Quirk

and Hais both say that the passive voice occurs when we need to connect two sentences and want to avoid frequent variation of the subject for reasons of style (e.g. *He must have been terribly disappointed when told that he wasn't wanted.*) (translated from Anglická mluvnice, 1975:154).

Function of the passive voice in English and Czech is similar in some aspects, but there are also differences. These different aspects are of high interest from the point of view of translation. The translator's awareness of the systemic differences between the two languages and the practical application of this knowledge in translation helps the translator to produce a better translation; sometimes there are structures that exist in the source language but not in the target language. In this case a translator's certain creativity is necessary.

The main function of the passive both in English and Czech is to express verbal action without the necessity to specify the agent of the action (translated from Dušková 1988: 259). The agent is eliminated for he is not known, unimportant, redundant, irrelevant or his specification is being avoided by the author.

In Czech, both the reflexive and the periphrastic form of the passive voice can be used to make clauses with an unexpressed agent. Sometimes, the passive voice is used in clauses with an expressed agent. Furthermore, in the passive clauses with an expressed agent, there is a difference between English and Czech. The English word order, unlike the Czech one, is governed by the grammatical principle and it requires the subject to occupy the sentence initial position. Thus, if there is a necessity to place the patient in the preverbal position and the agent in the postverbal position, a passive construction has to be used obligatorily. As Dušková claims, "agreement between the requirements of the functional sentence perspective and the grammatical principle of word-order arrangement can often be achieved by means of the passive voice" (Dušková 1971: 135).

The long passives, i.e. the passives indicating an agent by means of an internalized complement *by* (Huddleston, Pullum 2002: 1424) enable a change of the functional sentence perspective of a corresponding active sentence. The subject and the object of an active sentence change their positions in the passive sentence; the agent can thus occupy the final position in a passive sentence. In Czech, the same result – postverbal position of an agent – can be achieved by using an active construction because the Czech word order is not so resolute and a thematic object can occupy the initial position in a sentence (translated from Dušková 1988: 261):

*The first marketable typewriter was produced by E. Remington & Sons.*

*První psací stroj byl vyroben E. Remingtonem a syny/vyrobil E. Remington a synové.*

One of the reasons why is the passive voice more common in English than in Czech is that the word order in Czech is not so strictly ruled and there is no need of using the passive voice to put the object at the beginning of the sentence. As Dušková states, it is the active rather than the passive variant that is in such cases preferred as a counterpart to the passive in English (Dušková 1988: 534):

*Similar results have also been reported by other investigators.*

*Podobné výsledky ohlásili i jiní badatelé.*

The passive voice as a means of the functional sentence perspective is used also in the sentences without an expressed agent of the action. It enables to place the verb in the sentence in the final rhematic position. In such instances, the passive voice is used equivalently both in English and Czech (Dušková 1988: 263):

*The cause of the accident is being investigated.*

*Příčina nehody se vyšetřuje.*

As has been already stated, the main function of the passive is to form agentless sentences both in English and in Czech. The unspecified agent is usually “an indefinite general human agent“ (Dušková 1972: 106). In English, the passive clause always consists of a subject and a predicate. In Czech, subjectless passive clauses can be formed (the impersonal passives that imply a general human agent). Such passive constructions have no direct equivalents in English. However, there are several means of treating this phenomenon in English sentences with a specified subject. (Dušková 1988: 372):

*S vaší spoluprací se počítalo.*

*Your cooperation was reckoned with.*

This English form (passive clause with an indirect object in the position of a subject), on the other hand, is not possible in Czech and the Czech sentence thus has a different structure than the English one because the English subject remains an object in the Czech sentence, as can be seen in the preceding example. If the object is not expressed directly in the

Czech impersonal passive clause, it can be denoted in the English sentence by a suitable subject according to the context:

*Na noc se zamyká.*

*The house/the door/the fate is locked for the night.* (Dušková 1988: 265)

Another possibility is the use of a construction with *there* in the position of the subject (Dušková 1988: 372):

*Bude se tančit?*

*Will there be any dancing?*

## 2.4.2 The difference between Czech and English usage

In the Czech language we can create the passive voice in principle only with transitive verbs<sup>5</sup>:

*Harry sees Adam.* (Adam is the direct object of "sees") *Adam is seen by Harry.*

*The key was made.*

Klíč byl vyroben.

In English the passive voice is used more frequently because it can be used also with intransitive verbs and verbs with prepositions. (translated from *Anglická mluvnice* 1975: 143):

*I was given money.*

Dostal jsem peníze.

*He is spoken of.*

Mluví se o něm.

*This glass has been drunk out of.*

Z té sklenice někdo pil.

Another reason why is the passive voice more frequent in English is related to functional sentence perspective (FSP). If we want to emphasize a constituent of a sentence we reach that only by changing a word order in Czech whereas in English we need a passive construction:

*The bear was killed by the hunter.*

*Medvěda zabil lovec.*

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<sup>5</sup> a transitive verb is a verb that requires both a direct subject and one or more objects

## 2.5 Translation of the Passive Voice

In Czech, the passive voice can be translated in three ways. It can be denoted by the periphrastic form, the reflexive form or by the active voice. The periphrastic form consists of a form of the verb *be* (*být*) and a passive participle. This form is equivalent to the English *be* + past participle form<sup>6</sup>:

*Many paintings were destroyed by the fire.*

*Mnoho obrazů bylo zničeno ohněm.* (Hais 1975:151)

The other way to express the passive voice is by the reflexive passive. The reflexive form is expressed by a reflexive form of the verb:

*Something must be done for children.*

*Pro ty děti se musí něco udělat.* (Hais 1975:152)

Both forms of the passive in Czech will be included into the present analysis. As Havránek and Jedlička state in *Stručná mluvnice česká* (2002:105), there are certain differences in the use of the two forms. The reflexive form expresses an activity and is used especially with imperfective verbs (e.g. *The house is being built. Dům se staví*). On the other hand, the periphrastic form expresses the state as a result of an activity. This form is therefore common with perfective verbs (e.g. *The house was built. Dům byl postaven*) and is considered to be used in the professional writing.

There is also a certain ambiguity concerning the reflexive form of the passive. This is due to the multiplicity of the functions that the reflexive form of the verb performs. It is quite complicated to make a clear distinction between its passive and non-passive use.

The passive voice can be translated by the active voice:

*They don't expect to be waited upon when they grow up.*

*Nečekají, že je bude někdo obsluhovat, až vyrostou.*

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<sup>6</sup> the -ed participle or past participle is a non-finite form of a verb. The -ed participle ends in -ed in regular verbs where it is identical with the simple past, but it need not have an -ed ending in irregular verbs (Oxford English Grammar 1996:628)

## **2.6 Frequency of the Passive Voice**

The aim of the analysis is to find out how the passive voice is being dealt with in original economics texts and their translations into Czech. Another aim is to reveal whether there are some aspects concerning the use of the passive voice in original articles and their translations that can be at least to a certain extent generalized, as it can be supposed that there will be individual differences among the individual works in the selected sample, resulting from the different character of these articles and different styles of writing of their authors.

Proceeding from the linguistic theory on the category of voice, several general hypotheses concerning the use of the passive voice in the original articles and the translations can be stated. The hypotheses concern the frequency of occurrence of the passive voice in general and also the use of various passive voice forms.

The analysis of the thesis is based on original articles in English and their translations in the magazine *Czech Business Weekly*. Each article has approximately 1000 words. The figures indicating the frequency of the passive voice in the texts thus do not indicate the frequency of the passive in the whole magazine but in its parts only which serve as a representative sample since the proportional distribution of the passive voice might vary in various sections of the magazine.

Due to the unavailability of any suitable search software, the texts had to be searched manually with the help of the search tool of the text editor *MS Word*. All the same, this procedure revealed itself to be quite efficient as the bilingual parallel format of the texts enabled to observe the individual instances of passive voice occurrences in the original articles and their translations at the same time, which facilitates not only finding a corresponding translation to every passive form that appears in the original but also the detection of the passive forms in the translations that do not appear in the originals and compare them with the corresponding forms used in the originals.



## 2.7 The Use of the Passive Voice in the professional written text

In the chapter Passives across syntactic positions and registers from Longman come grammarians to these results; “Long passives are most common in news and academic prose.”(Longman 1999: 937)

The main purpose of the short dynamic passive is to leave the initiator of an action (the agent) unexpressed. This may be because the agent is unknown, redundant, or irrelevant (i.e. of particularly low information value). The need to leave the agent unexpressed varies with register. Academic prose shows the most frequent use of such short dynamic passives:

*In an experimental facility without breeding animals the health status **can be restored** if healthy animals **are issued** into a clean fumigated or disinfected room, and the infeced room is gradually **emptied** as experiments **are terminated**.* (Longman 1999:938)

### **Register distribution of active and passive voice**

“Passives are most common by far in academic prose, occuring about 18,500 times per million words. Passives are also common in news, occurring about 12,000 times per million words. Proportionally, passives account for c. 25% of all finite verbs in academic prose. Passives account for c. 15% of all finite verbs in news.”(Longman 1999:476) News is also marked by a high frequency of short dynamic passives, although only about half as many as in academic prose. In news, the concern is usually with specific events rather than with generalizations. The reason for the suppression of the agent is not that it is generic; the agents are specific, but their identity is either not at issue or it does not need to be stated.

In Czech, especially the periphrastic form of the passive voice is perceived as formal and is thus much more likely to appear in scientific and journalistic texts than in fiction. The passive voice sometimes has to be used obligatorily as a means of the FSP to achieve the postverbal position of an agent in English while Czech makes use rather of the active voice. As the function and the usage of the passive voice do not totally overlap in the two languages, one can expect cerain differences in the frequency of the passive voice between the articles and their translations.

Considering the linguistic knowledge of the use of the passive, general assumptions concerning the frequency of the passive in original articles in English and their translations can be stated as follows:

- a) the frequency of the passive voice forms will be higher in the English articles than in the corresponding Czech translations; several passive forms in the English articles will be translated with active forms into Czech
  
- b) the frequency of the periphrastic form of the passive in Czech will be higher than the frequency of the reflexive form

These hypotheses will be verified in the following part of the analysis.

### 3 Practical Part

#### 3.1 The Use of the Passive Voice in concrete economics texts in English and in their Czech translations - analysis of the articles

This chapter focuses on the analysis of the articles in the term of frequency of the passive voice, reflexive and periphrastic forms and whether the passive voice is agentive or non-agentive. There are also added passives presented in the last chapter.

##### 3.1.1 Frequency of the passive voice in original articles and their translations

Trying to verify the first initial assumption, all the passive forms of the English and Czech texts have been counted, which provided the following results:

ORIGINAL / English	number of the passive forms	frequency of the passives per 500 words
1580	23	7,28
946	11	5,82
696	8	5,75

TRANSLATION / Czech	number of the passive forms	frequency of the passives per 500 words
1377	9	3,27
835	9	5,39
610	6	4,92

The number of the passive forms is higher in English articles than in the Czech translations. The average number of the passive forms in the first original English article is 7.28 passives per 500 words, compared to 3.27 passives per 500 words in its Czech translation, which means that the passive voice forms appear approximately twice as frequently in the English original than in its translation. The number of passives that appear in the other two originals and their respective translations is lower, and the differences are not as stark as in the first example.

The plethora of news and texts on economics is very diverse and there are often substantial differences among individual works, so the overall results very much depend on the character of the individual works examined. Thus, to get the most objective results for a comparison of the frequency of the passive voice in English and Czech works, a very rich and diverse sample of texts in both languages that would include many different types of articles would have to be compared and analysed.

To compare and analyse the frequency of the passive voice in original articles and their translations, passive forms in the originals and the translations have been counted. The use of parallel texts made it possible to find the passive forms in the original texts and to observe the way every single passive form found has been dealt with in the corresponding translation.

The English originals and their Czech translations have been compared below. The initial assumption was that the number of the passive voice constructions would be lower in the Czech translations than in the English originals, which proved to be true. The number of passive voice constructions in Czech translations is substantially lower than in English originals.

TRANSLATION	Total number of passive forms in the translation	Number of passive forms in the original/number of passive forms translated with the passive	Number of added passives
<b>1. article</b>	<b>9</b>	<b>23/7</b>	<b>2</b>
<b>2. article</b>	<b>9</b>	<b>11/7</b>	<b>2</b>
<b>3. article</b>	<b>6</b>	<b>9/5</b>	<b>1</b>

The lower number of passive voice forms in translations from English into Czech is caused by numerous substitutions of passive forms with active ones. However, there are also several instances of using passive constructions in translations which do not appear in the original works – these are called added passives in this thesis. The number of passive voice forms is rather low in the translations, which means that there is a tendency to avoid using the passive voice.

In the second and third translation, the use of the passive voice is different than in the first translation. The added passives in the first article constitute 22% of the passives in the translation. The passive voice is used to translate the passives that appear in the original in

30% of instances. The preference for the passive voice to the active one might be ascribed in a lot of the instances to the impersonal and rather formal language. To preserve the level of formality, the passive voice is also often maintained in the Czech translation. However, it has to be noted that this claim assumes that the substitution of the passive structures that appeared in the originals has always been a deliberate choice of the translators. Nevertheless, one can suppose that in some instances, the passive voice might have been kept subconsciously as a result of the language transfer.

### **3.1.2 Reflexive and Periphrastic Form of the Passive Voice**

As has already been stated, there are two forms of the passive voice in Czech – reflexive and periphrastic. Unlike in English, where be-passives clearly prevail over the other possible forms, both the reflexive and the periphrastic form are used frequently in Czech. However, these two forms differ in their stylistic distribution, since the periphrastic form is characteristic of scientific writing and has more literary character than the reflexive form that has a stylistically neutral nature (Dušková 1972: 112). The analyzed articles imitate to a certain extent the scientific and the journalistic style of writing; an increased proportion of the periphrastic form of the passive might thus appear in them.

As far as the frequency of the reflexive and the periphrastic passives in the Czech translations is concerned, it has to be stated that it is very much influenced by the usage and the function of the passive voice in the originals.

The frequency of the periphrastic and the reflexive passives was counted in the translations. The results are indicated in the following table:

<b>Translation</b>	Reflexive forms absolute / in %	Periphrastic forms absolute / in %
<b>1. article</b>	<b>0/0%</b>	<b>9/65%</b>
<b>2. article</b>	<b>1/12%</b>	<b>8/96%</b>
<b>3. article</b>	<b>1/16%</b>	<b>5/82%</b>

It can be observed that in all texts, the periphrastic form of the passive prevail over the reflexive one. As far as the usage of the reflexive and the periphrastic form of the passive in translations from English into Czech is concerned, it can be concluded that it depends to a very great extent on the usage and function of the passive voice in the English original texts

translated. Of course this assumption would have to be verified on a more extensive sample of texts.

### **3.1.3 Passive Voice Forms Preserved in Translations**

In the following part of the thesis, the ways the translators from English deal with the passive voice forms will be analysed. The passive voice forms that appear in the English originals and have been preserved in the Czech translations will be examined. Further, the forms that are used by the translators to replace the passives from the originals will be discussed. Finally, an examination of the passives that do not appear in the originals and have been used to translate active voice forms will follow. It has to be mentioned that the analysis is based on the linguistic theory on the use of the passive voice in the two languages. However, it is difficult to define the motivation of a translator for choosing a specific translation solution. It is thus possible that in some cases these solutions might be explained in a different way than the following analysis suggests.

As has been stated in the theoretical part of the thesis, the main function of the passive voice both in English and Czech is to express verbal action without the necessity to specify the agent of the action. The agent may be unknown, unimportant or deliberately unspecified; therefore, the general human agent is usually taken for the agent. However, in Czech, there are several other active voice possibilities in addition to the passive voice which enable the reference to the general human agent. Translators thus have also other possibilities than the passive when translating the English passive voice forms. It can be assumed that the English passive will be replaced with active voice forms in a considerable number of instances. These forms will be discussed in the next chapter.

The second most important factor requiring the use of the passive in English – the functional sentence perspective (FSP) – does not play such a significant role in Czech since in Czech, an active alternative to the passive clause can often be employed. That is why the FSP is not expected to be an important factor for the preservation of the passive voice in translations from English into Czech.

Another factor that might contribute to the preservation of the passive voice in the translations into Czech is the stylistic factor – in some instances the passive might be preserved in Czech in order to preserve a certain formal register of the text.

Considering the importance of the factors contributing to the choice of the passive voice in Czech translations, it can be estimated that in most of the cases the passive voice is

preserved in the instances where no reference to the agent of the action is made and the indefinite general human agent is referred to. The passive forms with an expressed agent account probably only for a minimum of instances in the Czech translations; the stylistic choice will supposedly be the main determining factor for the use of the passive voice in these instances.

The results of expressing agency in the passive clauses are given in the following table:

	Expressed agent	Unexpressed agent Reflexive/Periphrastic form	Unexpressed agent in subjectless clauses (general subject it) Reflexive/Periphrastic
<b>1. article</b>	-	<b>-/6</b>	<b>-/3</b>
<b>2. article</b>	-	<b>-/7</b>	<b>1/1</b>
<b>3. article</b>	-	<b>-/4</b>	<b>1/1</b>

There is no instance of the agentive passive voice clause with an expressed agent in the translations. In the clauses with non-agentive passives, the non-specification of agent and the unsuitability of other possible active forms to refer to an indefinite agent might constitute the main factors contributing to the preservation of the passive voice. The use of the first or the third person plural forms in these instances would either undesirably denote the speakers as agents or would make the meaning of the clauses clumsy. Here are some examples:

#### **1.article**

Schroth explained <b>the program will be directed more toward lower qualified laborers</b> who work in key sectors such as the car industry, adding that “green cards should quickly fill gaps on the labor market by making it easier for foreigners to obtain work permits and visas.”	Schroth vysvětlil, že <b>program bude určen spíše pro pracovníky s nižší kvalifikací</b> , kteří pracují v klíčových sektorech, jako je například automobilový průmysl, a dodal, že „zelené karty by měly umožnit rychlé vyplnění volných míst na trhu práce, neboť cizinci s jejich pomocí získají pracovní povolení a víza.“
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## 2.article

According to Russian media, this isn't the first time such a <b>procedure was used</b> in Ingosstrakh.	Podle ruských médií to není poprvé, co <b>byl</b> v případě Ingosstrakhu <b>podobný postup použit</b> .
He claimed <b>he had been forced to sign documents</b> , based on which he waived his title to companies he owned, including Ingostrakh.	Tvrdil, že <b>byl donucen podepsat</b> dokumenty na jejichž základě se vzdal práva na společnosti, které vlastnil, včetně Ingostrakhu.
After a rough press campaign against him and an investigation that led to no result, <b>Basic Element was confirmed</b> as the owner of the business that once had belonged to Andreyev and immediately increased the capital, as a result of which Andreyev's <b>interest was completely diluted</b> .	Po drsné mediální kampani, která proti němu byla vedena, a vyšetřování, které k ničemu nedospělo, <b>byla</b> vlastníkem podniku, jenž dříve patřil Andrejevovi, <b>prohlášena společnost Basic Element</b> , která okamžitě navýšila základní kapitál, čímž <b>byl</b> Andrejevův <b>podíl zcela marginalizován</b> .
“From a distance, it appears to me that PPFi didn't do enough due diligence or background research before they made the investment or they got double crossed,” said a Prague-based <b>lawyer who declined to be identified</b> .	„Z odstupu se mi zdá, že PPFi buď neprovedla řádnou předinvestiční prověrku a průzkum a nebo narazili na podvodníky,“ prohlásil jeden pražský <b>právník, který si nepřál být jmenován</b> .

## 3.article

Trýznová disputed the notion that the company's participation was marketing venture and claimed that <b>it was undertaken</b> purely as a charity event.	Trýznová popřela názor, že by <b>účast</b> společnosti byla marketingovým tahem a trvala na tom, že <b>byla prováděna</b> jako čistě charitativní akce.
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The higher preference for the periphrastic form of the passive might be claimed to be motivated by the stylistic character of the articles – the periphrastic form is more formal than the reflexive one.

7 passive forms were found in the subjectless clauses (the general subject *to* can be inserted) with an unexpressed agent. This impersonal form of the passive voice is stylistically



neutral and very common for reference to the indefinite general human agent in Czech. These structures are worth examining from the contrastive point of view, as the subject of an English passive sentence can obtain several functions in the corresponding Czech passive clause. The subject of the passive English sentence cannot function as a subject in the Czech sentence; it either becomes a direct object, an indirect object or is omitted in the Czech sentence. Both the reflexive (1 instance) and the periphrastic (7 instances) forms of the passive are used in such clauses; the choice between the two forms depends on the verb. A few examples follow:

<p>The report, led by the British Council and the Migration Policy Group, analyzed countries in six categories that each included four subcategories through which <b>an overall score was calculated.</b></p>	<p>Z nich <b>bylo</b> poté <b>vypočteno celkové skóre</b>. <b>to</b></p>
<p>He explained that although <b>there should be more measures undertaken to increase labor market integration</b>, there already are “<b>more and more projects</b> [in vocational training, language courses and assistance in finding a job] <b>have been implemented by NGOs since 2007.</b>”</p>	<p>Vysvětlil, že ačkoliv <b>by v zájmu zlepšení integrace na trhu práce mělo být podniknuto ještě více kroků</b>, <i>NGO již od roku 2007 zahajují stále více projektů</i> jako je odborný výcvik, jazykové kurzy a pomoc při hledání práce.<b>to</b></p>
<p>And since there are no legal rights and no insurance, <b>many workers are exploited, according to Tseluiko.</b></p>	<p>A protože nemají žádná zákonná práva ani pojištění, <b>je podle Tseluika mnoho dělníků zneužíváno.</b><b>to</b></p>
<p>“There are cases where people will work for one month or two months and not get paid,” he said, adding that <b>many of them are employed in construction and agriculture.</b></p>	<p>Existují případy, kdy <i>lidé pracují celý měsíc nebo dva, aniž by dostali zapláceno</i>,” říká a dodává, že <b>mnoho pracovníků je zaměstnáno ve stavebním průmyslu a zemědělství.</b><b>to</b></p>
<p>A Moscow Arbitration Court <b>verdict</b> in a case filed by private equity group PPF Investments (PPFI) against the majority owner of Ingosstrakh <b>was postponed</b> again last week, opening questions about the safety</p>	<p><b>Rozhodnutí</b> moskevského arbitrážního soudu v případě žaloby, kterou podala skupina pro oblast soukromých investic PPF Investments (PPFI) proti majoritnímu vlastníku pojišťovny Ingosstrach, <b>bylo</b></p>

of doing business in Russia and the reliability of the Russian juridical system.	<b>minulý týden znovu odročeno. to</b>
That same year, only <b>497,000 hectoliters</b> of nonalcoholic beer <b>were produced</b> -but that represented a 51,5 percent increase over 2006.	Ve stejném roce <b>bylo vyrobeno</b> pouze <b>497 000 hektolitrů nealkoholického piva</b> -přesto šlo o 51,5procentní nárůst ve srovnání s rokem 2006. <b>to</b>
Some <b>1,367 persons</b> driving under the influence of alcohol and other addictive substances <b>were arrested</b> , and <b>1,306 persons were charged</b> with the crime of engaging in reckless behavior while under the influence of an addictive substance.	Za řízení pod vlivem alkoholu a jiných návykových látek <b>bylo uvězněno 1367 osob a 1306 osob bylo obviněno</b> z trestného činu nepozorného řízení vozidla. <b>to</b>

<b>There are 19 brands of non-alcoholic beer sold</b> in the Czech Republic, and they comprise a fast-growing, increasingly crowded marketplace.	V České republice <b><i>se prodává</i></b> 19 značek nealkoholických piv, které dohromady tvoří rychle rostoucí a stále plnější trh. <b>reflexive passive</b>
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### **3.1.4 Passive Forms Replaced with Active Forms**

The necessity to replace the passive voice forms that appear in the English texts with active voice forms in translations into Czech is a common feature of the translations from English into Czech. The systems of the two languages differ to a certain extent in the use and function of the passive voice. Consequently, there are instances where the use of the passive voice is required in English whereas in Czech an active voice structure is preferred.

In the Czech translations, the active voice forms are used to translate the English passive voice forms in more instances than the passive voice forms.

Instances with the long passives are translated with the active voice. The reason for the use of the passive voice in this clause seems to be a stylistic one. In the articles, phrases are claimed to be part of an official report, where a formal way of expression is expected in English. Furthermore, the passive in English is often employed as an obligatory means of the functional sentence perspective; this is usually the case in the clauses with an expressed agent that as a rhematic element occupies the final position in the sentence. In Czech, on the contrary, the active voice can be utilized for this purpose:

## 1.article

<p><b>The success of the program has also been hindered <u>by</u> slow visa procedures</b> and a limited number of participant countries.</p>	<p><i>Úspěšnost programu také brzdí pomalý postup při získávání víz a jen omezený počet zúčastněných zemí.</i></p>
<p>According to the report, <b>”no changes to this rule have even been discussed <u>by</u> migrant organizations, NGOs or the media”</b> although it states that “the Ministry of the Interior has raised concerns about the participation of Vietnamese in the border areas where they are numerous.”</p>	<p><i>Podle zprávy přistěhovalecké organizace, ani NGO ani média o možných změnách tohoto pravidla vůbec nemluvily, ačkoliv s v ní uvádí, že „ministerstvo vnitra vyjádřilo obavy z účasti Vietnamců z pohraničních oblastí, kde mají velmi početnou komunitu.”</i></p>
<p>Pavel Číženský, a lawyer with the Counseling Center for Citizenship/Civil and Human Rights in the Czech Republic, said that just a week ago <b>a draft of a new anti-discrimination law was being considered <u>by</u> the Czech government.</b></p>	<p><i>Pavel Číženský, který je advokátem Poradny pro občanství, občanská a lidská práva v České republice, řekl, že česká vláda projednávala návrh nového antidiskriminačního zákona minulý týden.</i></p>
<h2>2.article</h2> <p><b>That case will be reviewed <u>by</u> the Moscow Arbitration Court</b> on April 11, 2008.</p>	<p><i>Tento případ bude moskevský arbitrážní soud projednávat 11. dubna 2008.</i></p>
<p><b>“Growth is being driven <u>by</u> consumers’ changing lifestyles,</b> as well as the high quality of nonalcoholic beer,” said Michaela Trýznová, external communication manager of Staropramen.</p>	<p><i>„Za růstem stojí měnící se životní styl konzumentů, stejně jako vysoká kvalita nealkoholického piva,“ řekla Michaela Trýznová, manažerka pro vnější vztahy pivovaru Staropramen.</i></p>
<p>“We are discussing with the leadership of the</p>	<p><i>„Diskutujeme s vedením české policie o</i></p>

Czech Police about supporting driving and carrying passengers without alcohol,” said Boris Rajdl, who is the brand manager of Zlatopramen beer for <b>Drinks Union, which is owned by the Netherlands’ Heineken International.</b>	podpoře řízení a převážení cestujících bez alkoholu,“ uvedl Boris Rajdl, který je manažerem značky piva Zlatopramen společnosti <i>Drinks Union, kterou vlastní nizozemská společnost Heineken International.</i>
... <b>projects have been implemented by NGOs</b> since 2007.”	... <i>NGO již od roku 2007 zahajují stále více projektů...</i>

### 1.article

<b>Other zeros were earned</b> in the subcategories of electoral rights and labor market integration.	<i>Další nuly si vysloužila v podkategorii volebních práv a začlenění na trhu práce.</i>
Ihor Tseluiko, Ukrainian counselor to the Czech Republic, told CBW that <b>this labor market integration problem is very pronounced</b> in the Ukrainian community, which is the largest foreign group in the Czech Republic.	Ukrajinský poradce České republiky Ihor Tseluiko týdeníku CBW řekl, že <i>problém začlenění na trhu práce se u ukrajinské komunity projevuje velmi silně.</i>
In the Czech Republic, in 2007 a <b>pilot program called Selection of Qualified Workers was created to help</b> participants gain legal status and residency in a shorter period of time.	V České republice <i>vznikl v roce 2007 pilotní program pod názvem Výběr kvalifikovaných zahraničních pracovníků, jehož úkolem je pomoci jeho účastníkům získat legální postavení a trvalý pobyt v kratší době.</i>
“It may be a good project, but <b>only some 200 or 300 Ukrainians are involved in it,</b> ” Tseluiko said.	„Možná je to dobrý projekt, ale <i>účastní se jej pouze asi 200 až 300 Ukrajinců,</i> “ uvedl Tseluiko.
<b>The success of the program has also been hindered by slow visa procedures</b> and a limited number of participant countries.	<i>Úspěšnost programu také brzdí pomalý postup při získávání víz a jen omezený počet zúčastněných zemí.</i>

<p>Tseluiko said that <b>discrimination is also seen in the Ukrainian community</b>, but is <b>linked to the difficulties</b> in obtaining legal status and recognition.</p>	<p>Tseluiko řekl, že <i>diskriminace je zřejmá i v rámci ukrajinské komunity</i>, souvisí však především s problémy při získávání legálního postavení a uznání.</p>
<p>According to legislation, if a foreigner loses his or her job and cannot find work immediately, <b>they are required to leave the country</b>, he said. This project is called the Green Card project and has been initiated by the Ministry of Labor and Social Affairs.</p>	<p>„Hlavním problémem je závislost přistěhovalců na svých zaměstnavatelích a náborových organizacích,“ uvedl Schroth a dodal, že zákon stanoví, že pokud <i>cizinec</i> přijde o práci a ihned nenajde novou, <i>musí opustit zemi</i>. Jmenuje se Zelená karta a jeho strůjcem je ministerstvo práce a sociálních věcí.</p>
<p>Tseluiko explains that there is a lot of pressure on the government from companies to push this program through to action so that <b>their workers can be legalized faster</b>.</p>	<p>Tseluiko objasňuje, že společnosti vyvíjejí na českou vládu silný tlak, aby tento program prosadila a <i>jejich pracovníci mohli rychleji získat legální postavení</i>.</p>
<p>He says that <b>it is expected to be initiated in 2009</b>.</p>	<p>Uvedl, že <i>program by měl začít fungovat v roce 2009</i>.</p>
<p>“There are maybe 65,000 Ukrainians working in the Czech Republic, but maybe 40 or 50 percent of them are legal,“he said, adding that there is a complicated <b>system of requirements for Ukrainians</b> to obtain working visas – which <b>has now been complicated</b> further by the Schengen agreement and so many of them are using tourist visa.“</p>	<p>Nyní <i>jej</i> ještě víc <i>zkomplikovala Schengenská dohoda</i> a proto mnoho z nich přijíždí na turistické vízum.</p>
<p><b>2.article</b></p>	
<p><b>The condition</b> offered by Basic Elements– including that PPF Group <b>would never be</b></p>	<p>„Avšak <i>podmínky společnosti</i> Bazovyj Element, m.j. <i>i to, že skupina PPF Group by</i></p>

<p><b>allowed to acquire</b> more than a 38.5 percent interest in Ingosstrakh or that <b>it wouldn't be entitled to independently work</b> insurance industry within the Commonwealth of Independent States (CIS) and former Yugoslavia—were unacceptable for PPF, Piskáček said.</p>	<p><i>nikdy nemohla v Ingosstrachu získat více než 38,5 procentní podíl, nebo že by neměla právo nezávisle fungovat v sektoru pojišťovnictví v rámci Společenství nezávislých států (SNS) a bývalé Jugoslávie, byly pro PPF nepřijatelné,</i>“řekl Piskáček.</p>
<p>She said that sometimes, foreign investors face suspicions of their Russian partners and “it takes time before <b>the Russian partner is reassured</b> that the entry of a foreign partner may in fact be beneficial for both of them.“</p>	<p>Dodala, že zahraniční investoři někdy čelí podezřením ruských partnerů a „a že nějakou dobu trvá, než <i>se ruský partner ujistí</i>, že ze vstupu zahraničního partnera mohou mít ve skutečnosti prospěch obě strany.“</p>
<p>PPFI claims <b>the step</b>, reportedly taken without its knowledge, <b>is meant to squeeze out PPFI</b> as a minority shareholder.</p>	<p>PPF tvrdí, že <i>účelem tohoto kroku</i>, který společnost údajně učinila bez jejího vědomí, <i>je vyřadit PPFI jako menšinového akcionáře ze hry.</i></p>

### 3.article

<p>“Sobriety <b>checkpoints</b> in the U.S. <b>are focused</b> on keeping our roads safe, and keeping drunken drivers off the streets,” said Misty Moyse, manager of media relations for MADD’s national office.</p>	<p><i>„Kontroly na alkohol ve Spojených státech se zaměřují na udržení bezpečných silnic a udržení opilých řidičů mimo tyto silnice,</i>“ uvedla Misty Moyse, manažerka pro mediální vztahy národní kanceláře MADD.</p>
<p>Nevertheless, whether we will do this type of police campaign again depends on the evaluation of its assets after <b>it is finished</b>.</p>	<p>Nicméně to, zda si tento typ policejní kampaně zopakujeme, závisí na vyhodnocení jejích přínosů <i>po jejím skončení.</i></p>

### 3.1.5 Added passives

As has already been mentioned, added passives are considered to be those passive voice forms that do not appear in the English originals but that are used in the Czech translations (5 instances in all articles). They have already been partially discussed as concerns the distribution of the reflexive and the periphrastic form. In translations, the reflexive forms can be found. The main reason for the employment of both forms of the passive in the translations is its use as a referent to an indefinite human agent. The necessity for the passive voice employment usually arises in cases where the forms that are used in English for the reference to an indefinite general human agent either do not exist or are unsuitable in Czech.

#### **1.article**

Tseluiko also explained that this situation is improving and that within the last year there were only maybe seven cases like this reported to the Ukrainian consulate.	Tseluiko ale rovněž uvedl, že situace se zlepšuje a že během loňského roku <b>bylo na ukrajinském konzulátu hlášeno</b> jen asi sedm podobných případů.
Political freedoms are also lacking here as foreigners cannot form associations unless they bring in at least three Czech nationals.	Chybí zde i politická svoboda, neboť cizinci nemohou zakládat sdružení, pokud v nich <b>nejsou zastoupeni alespoň tři čeští státní příslušníci.</b>
The Czech Republic received its lowest ranking overall in the area of anti-discrimination.	Vůbec nejhůř <b>byla Česká republika ohodnocena</b> v oblasti diskriminace.

#### **2.article**

Deripaska has never hidden his intention to purchase the minority stake from PPF, with Basic Element releasing a document saying that it would be willing to buy PPF's stake for a "reasonable price."	<b>Děripaska</b> svůj záměr odkoupit od PPF její minoritní podíl nikdy neskrýval a Basic Element vydal dokument, v němž tvrdil, že <b>je ochoten podíl PPF koupit za „přiměřenou cenu“.</b>
...fully realizing that the views of the Czech side regarding the development of the company were at variance with the strategic plans of the company itself," <i>the</i>	...s plným vědomím toho, že názory české strany na vývoj společnosti se od jejího strategického plánu diametrálně liší, " <b>uvádí se ve zprávě.</b>

*release said.*

**reflexive passive**



### 3. Conclusion

Usage of the passive voice in English and Czech is very similar in several respects. On the other hand, there are a few aspects in which the use of the passive in the two languages differs. For example, the periphrastic form of the passive is used both in English and Czech but there is a reflexive form in Czech which does not exist in English.

The main function of the passive in both languages is to express verbal action without the necessity to specify the agent that performs it. Furthermore, the passive in English is often employed as an obligatory means of the functional sentence perspective; this is usually the case in the clauses with an expressed agent that occupies the final position in the sentence as a rhematic element. In Czech, however, the active voice can be utilized for this purpose. Moreover, in both languages, there are stylistic differences in the use of the passive – the passive voice appears more frequently in the scientific style of writing in comparison with the journalistic style of writing, or texts on economics. On the whole, the frequency of the passive voice is claimed to be higher in English than in Czech.

The main assumption of this thesis is that since there are differences between the passive in English and Czech from a linguistic point of view, there should be some differences in dealing with the passive in the translations from one language to another as well. The aim of this thesis is to verify this assumption and to reveal the tendencies in the translation of the passive on a sample which comprised three original articles in English and their translations from the magazine *Czech Business Weekly*.

First, the frequency of the passive voice in the original articles and the translations was examined. The frequency of the passive in the original articles is higher than in their Czech translations, which supports the claim that the passive voice is utilized more frequently in English than in Czech.

The results concerning the use of the reflexive and the periphrastic form of the Czech passive more or less confirm the hypothesis about the difference in the stylistic distribution of the two forms.

Specific cases of the passive voice translations have been observed. In the two translations from English into Czech, the passive voice is very often replaced with the active voice – the number of the passive voice forms from the original replaced with the active ones is higher than the number of the preserved passive forms.

However, the extent of this tendency depends on the stylistic function of the passive voice. Most commonly, the indefinite agent of the English passive clause is expressed in the Czech clause, which then becomes active. Another option is the use of the third person singular or plural as a referent to an indefinite general human agent. On the whole, the structural differences between the two languages (especially in the system of the verbs) can be seen as a crucial factor for the change of voice in the translations in both directions.

To conclude, it has to be stressed that in order to gain some reliable results concerning the general tendencies of the passive voice treatment in translation, a much more extensive sample of original articles and their translations would have to be examined. Although the sample researched in this thesis was very limited, it suggests that, since the category of texts on economics is very diverse, there are quite remarkable differences in the use of the passive voice both in the original and the translated articles.

## 5 Resumé

Tématem této bakalářské práce je užívání pasiva v ekonomických textech. Na vybraném odborném textu z oblasti ekonomie je provedena vlastní analýza, ve které se zaměřuji na důvody užití trpného rodu a možnosti jeho překladu do češtiny.

System trpného rodu v angličtině a češtině je velmi podobný, přesto najdeme několik aspektů, ve kterých se tyto dva jazyky liší. Například forma trpného rodu se v obou jazycích liší. V češtině se navíc vyskytuje pasivum zvrtné. Hlavní funkcí pasiva v obou jazycích je vyjádřit děj bez udání konatele. V angličtině se trpný rod ještě navíc vyskytuje jako prostředek funkční větné perspektivy, a to v případech, kdy je vyjádřený konatel v rématické pozici na konci věty. V češtině se v tomto případě užívá rod činný. Dále hrají roli rozdíly stylistické, přičemž v obou jazycích obecně platí, že se trpný rod vyskytuje častěji ve stylu formálním. Frekvence trpného rodu je v angličtině vyšší než v češtině.

Hlavním předpokladem je, že pokud se trpný rod z hlediska jazykovědy v obou jazycích liší, měly by se projevit rozdíly při překladu trpného rodu z jednoho jazyka do druhého. Cílem této práce bylo potvrdit tento předpoklad a zjistit tendence překladatele vyskytující se v samotném překladu. K tomu byly využity články z ekonomického magazínu Czech Business Weekly.

Nejdříve byla zkoumána frekvence trpného rodu v originálních článcích a v jejich překladech. Frekvence trpného rodu v anglických originálech je vyšší než v jejich českých překladech, a to dokládá tvrzení, že se trpný rod vyskytuje častěji v anglickém jazyce než v jazyce českém.

Potvrdila se hypotéza, že se zvrtné pasivum vyskytuje více ve stylu neformálním. Ve všech překladech se zvrtné pasivum neboli trpný rod vyjádřený zvrtnou podobou slovesa vyskytl pouze dvakrát.

Jednotlivé příklady trpného rodu v překladu byly zkoumány. Všeobecně platí, že trpný rod je častěji přeložen rodem činným než trpným. Tato tendence závisí na stylistické formě trpného rodu. Nejčastěji je nevyjádřený konatel anglické pasivní věty v českém překladu vyjádřen a věta se tím stává aktivní. Dalším hlavním faktorem změny trpného rodu v činný je rozdílný systém sloves. Dvojí rod mohou mít v češtině zpravidla jen slovesa předmětová, a proto jen tato slovesa tvoří trpný rod.

Závěrem je třeba dodat, že pokud chceme získat spolehlivé výsledky týkající se trpného rodu při překladu, je nutné provést analýzu na rozsáhlejší textu. I přes malý rozsah analyzovaných ekonomických textů můžeme však tvrdit, že i když je tato stylistická

kategorie velice rozsáhlá, vyskytují se značné rozdíly v použití trpného rodu jak v originálních textech, tak v jejich překladech.

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## 6 Supplements

### Supplement A

# I.

## Czech Republic gets poor marks for integrating foreigners

The Czech Republic has become a target country for immigrants since its EU accession, but despite the positives of this status, a new report says the country is seriously behind in integrating them.

In an official presentation by the Migration Integration Policy Index (MIPEX) on March 11, it came to light that the Czech Republic is behind the EU average in foreigner integration. The report, led by the British Council and the Migration Policy Group, analyzed countries in six categories that each included four subcategories through which an overall score was calculated. Although the country scored favorably on access to gaining long-term residency, the areas of labor market access, family reunion, access to citizenship, and political participation all hovered around the halfway marks.

Protection against discrimination was the worst—the Czech Republic was second to last out of the MIPEX countries rated, which include 25 EU member states and three non-EU countries. Within the research criteria for ranking anti-discrimination, the Czech Republic was the only country to receive a zero score on the subcategory of equality policies. Other zeros were earned in the subcategories of electoral rights and labor market integration.

The state provides no assistance to foreigners in getting their skills and qualifications recognized here and the procedures to assess foreign qualification may be slow, the report states. And there is no support for foreigners to improve their knowledge of the Czech language. “The state does not have an explicit aim to reduce unemployment by improving the employability of migrant workers,” the report concludes, defining migrants as non-EU nationals.

Ihor Tseluiko, Ukrainian counselor to the Czech Republic, told CBW that this labor market integration problem is very pronounced in the Ukrainian community, which is the largest foreign group in the Czech Republic. “There are maybe 65,000 Ukrainians working the Czech Republic, but maybe 40 or 50 percent of them are legal,” he said, adding that there is a complicated system of requirements for Ukrainians to obtain working visas—which has now been complicated further by the Schengen agreement—and so many of them are using tourist visas.

Tseluiko also noted that nongovernmental organizations (NGOs) and consulting agencies in Europe are trying to solve some of the problems through education, often in the source countries of migrants. For instance, he said, many of the migrants who face the most difficulty integrating come from the poorer regions of Ukraine and this is where the NGOs are concentrating educational and training programs, such as computer courses. In the Czech

Republic, in 2007 a pilot program called Selection of Qualified Workers was created to help participants gain legal status and residency in a shorter period of time. “It may be a good project, but only some 200 or 300 Ukrainians are involved in it,” Tseluiko said. But interest in the program has dwindled after people discovered that in order to participate they had to already have a job, according to Jan Schroth, representative from the International Organization for Migration (IOM) in the Czech Republic. The success of the program has also been hindered by slow visa procedures and a limited number of participant countries. “Potential workers can originate from only 12 countries, mostly former Eastern bloc states, although foreign graduates of local universities and high schools may also qualify,” he explained. Despite this, he says that “the project gained momentum last year—358 people took advantage in 2007 of the program—[there has been] almost 1,000 in total [since the implementation of the program in 2004].”

Schroth, who presented and led the discussion of the labor market access portion of the MIPEX report, said that MIPEX was very critical of the area of labor market integration but primarily of the Czech Republic’s “measures to reduce unemployment, or access to grants or vocational training.” He explained that although there should be more measures undertaken to increase labor market integration, there already are “more and more projects [in vocational training, language courses and assistance in finding a job] have been implemented by NGOs since 2007.” On the same note, Schroth said that there are some reasons to be critical of the MIPEX findings. He explained that in some ways the report is not objective. “First of all, it evaluates the legal framework only—not praxis,” adding that this is usually the worst area of evaluation to be overlooked.

### **Poor voting rights**

Electoral rights also received a zero on the index. “Foreigners’ opportunities to participate in public and political life ... sent the Czech Republic below the EU average,” the Czech News Agency (ČTK) reported. The index reports that migrants do not have any electoral rights whatsoever. Political freedoms are also lacking here as foreigners cannot form associations unless they bring in at least three Czech nationals.

Furthermore, no foreigners can join a political party—even if they are EU citizens. According to the report, “no changes to this rule have even been discussed by migrant organizations, NGOs or the media” although it states that “the Ministry of the Interior has raised concerns about the participation of Vietnamese in the border areas where they are numerous.” In response to an inquiry from CBW, the Ministry of the Interior stated that “the government of the Czech Republic ratified on March 29, 2000, a proposal for signification ‘Convention On the Participation of Foreigners in Public Life at the Local Level’,” adding that “the Ministry of the Interior of the Czech Republic analyses continuously the understanding between Czech legal amendment and amendment of EU. Institution of an action to integrate foreigners to the political and public life is a question of following political resolution.”

The Czech Republic received its lowest ranking overall in the area of anti-discrimination. The report points out that under current laws, the state is not required to consistently include equality principles in its functions, lead dialogue on anti-discrimination, or inform the public about their rights as victims of discrimination. As a result, victims of discrimination receive little legal advice, assistance in investigating their case or support in court.

And there is no specialized equality agency established in the country. Tseluiko said that



discrimination is also seen in the Ukrainian community, but is linked to the difficulties in obtaining legal status and recognition. And since there are no legal rights and no insurance, many workers are exploited, according to Tseluiko. “There are cases where people will work for one month or two months and not get paid,” he said, adding that many of them are employed in construction and agriculture.

Tseluiko also explained that this situation is improving and that within the last year there were only maybe seven cases like this reported to the Ukrainian consulate. Several construction companies contacted by CBW were not available for comment. According to Tseluiko, there has been a history of bad attitudes toward Ukrainian migrants and migrants overall in Czech Republic though he said “it is just starting to diminish now, the attitude has slowly changed.”

“The major problem has been a dependence of immigrants on their employers and recruiters,” Schroth said. According to legislation, if a foreigner loses his or her job and cannot find work immediately, they are required to leave the country, he said. “The fact that termination of the work contract is a reason for refusing to renew a work/residence permit has been often by employers, recruiters and mafias to blackmail foreigner workers,” he said. Furthermore, he explains, among business actors have been most active recruitment agencies however they do not focus on integration and there is huge criticism of some of those because of illegal activities causing abusing of migrants.”

Tseluiko said he believes that even in the next few months there will be great changes in the situation for migrants in the Czech Republic. In a discussion about some of the current projects to aid migrant workers, he says that he believes that the next project will be the most interesting. This project is called the Green Card project and has been initiated by the Ministry of Labor and Social Affairs. The project would aim to formulate a document that would include both the working status and the residency of the migrant which could be valid and legal for three years.

Tseluiko explains that there is a lot of pressure on the government from companies to push this program through to action so that their workers can be legalized faster. Schroth explained the program will be directed more toward lower qualified laborers who work in key sectors such as the car industry, adding that “green cards should quickly fill gaps on the labor market by making it easier for foreigners to obtain work permits and visas.” He says that it is expected to be initiated in 2009.

The European Commission (EC) said it sent letters to 10 member states on Jan. 30 instructing them to fully implement EU rules prohibiting discrimination in employment and occupation on the grounds of religion and belief, age, disability and sexual orientation. The Czech Republic—along with Estonia, Ireland, Greece, France, Hungary, Malta, Netherlands, Finland and Sweden—have two months to respond. If they fail to do so the EC will have to decide whether to take them to the European Court of Justice. Pavel Číženský, a lawyer with the Counseling Center for Citizenship/Civil and Human Rights in the Czech Republic, said that just last week a draft of a new anti-discrimination law was being considered by the Czech government.

# Česká republika stále pokulhává v integraci cizinců

Česká republika se od svého vstupu do EU stala cílovou zemí imigrantů. Avšak přes pozitiva, která toto postavení přináší, podle nově vypracované zprávy silně zaostává v jejich integraci.

Z oficiální prezentace Indexu integrační politiky (MIPEX) z 11. března vyšlo najevo, že Česká republika v integraci cizinců zaostává za evropským průměrem. Zpráva, kterou sestavila Britská rada společně s organizací Migration Policy Group, analyzovala země v šesti kategoriích, z nichž každá se skládala ze čtyř dalších podkategorií. Z nich bylo poté vypočteno celkové skóre. Česká republika měla sice dobrý výsledek v kategorii získání trvalého pobytu, avšak v oblastech jako je přístup na trh práce, sjednocování rodin, možnost získání občanství a zapojení do politického života skončila podle autorů na půli cesty.

Nejhůř dopadla ochrana před diskriminací. Česká republika byla druhá nejhorší ze všech zemí, které MIPEX hodnotil, tj. 25 členských států EU a tří nečlenských zemí. V rámci kritérií, která hodnotila nediskriminaci, byla Česká republika jedinou zemí, která získala v podkategorii politiky rovnoprávnosti nulu. Další nuly si vysloužila v podkategorii volebních práv a začlenění na trhu práce.

Ve zprávě stojí, že stát neposkytuje cizincům žádnou podporu při uznání jejich dovedností a kvalifikace, přičemž samotný proces posouzení jejich kvalifikace je často zdoluhavý. Žádná pomoc neexistuje ani v případě, když si cizinci chtějí zdokonalit znalosti českého jazyka. „Stát si neklade za cíl snížit nezaměstnanost prostřednictvím zlepšení zaměstnatelnosti migrujících pracovníků,“ uzavírá zpráva, která migrující dělníky definuje jako příslušníky zemí, které nejsou členy EU.

Stěžují si Ukrajinci

Ukrajinský poradce České republiky Ihor Tseluiko týdeníku CBW řekl, že problém začlenění na trhu práce se u ukrajinské komunity projevuje velmi silně. Jedná se přitom o jednu z největších skupin cizinců v České republice. „V České republice pracuje možná až 65 000 Ukrajinců, ale jen 40 nebo 50 procent z nich je tu legálně,“ uvedl a dodal, že systém získání víz je pro Ukrajince velmi složitý. Nyní jej ještě více zkomplikovala Schengenská dohoda a proto mnoho z nich přijíždí na turistické vízum.

Tseluiko rovněž poznamenal, že evropské nevládní neziskové organizace (NGO) a poradenské agentury se snaží některé z těchto problémů řešit šířením vzdělanosti, a to často přímo v zemích, odkud migranti přicházejí. Uvedl například, že mnoho přistěhovalců, kteří se při integraci potýkají s největšími potížemi, pochází z chudších částí Ukrajiny a právě tam NGO soustředí své vzdělávací a školicí programy, jako jsou například kurzy práce s počítačem. V České republice vznikl v roce 2007 pilotní program pod názvem Výběr kvalifikovaných zahraničních pracovníků, jehož úkolem je pomoci jeho účastníkům získat legální postavení a trvalý pobyt v kratší době. „Možná je to dobrý projekt, ale účastní se jej pouze asi 200 až 300 Ukrajinců,“ uvedl Tseluiko.

Podle Jana Schrotha, zástupce Mezinárodní organizace pro migraci (IOM) v České republice, zájem o projekt klesl tehdy, když lidé zjistili, že se ho mohou zúčastnit jen ti, kteří už práci

mají. Úspěšnost programu také brzdí pomalý postup při získávání víz a jen omezený počet zúčastněných zemí. „Případní zájemci mohou pocházet pouze z 12 zemí, většinou ze států bývalého východního bloku. Kvalifikovat se však mohou i zahraniční absolventi místních univerzit a středních škol,“ vysvětlil Schroth. Přesto se ale dle jeho slov „projekt loni rozjel na plné obrátky. V roce 2007 programu využilo 358 lidí a od roku 2004 je to už 1000 lidí”.

Schroth, který představil a vedl diskuzi o části zprávy MIPEX věnované přístupu na trh práce, dále dodal, že MIPEX hodnotil oblast integrace na trhu práce velmi kriticky, zejména však česká „opatření na snížení nezaměstnanosti, nebo přístup ke grantům či odbornému výcviku“. Vysvětlil, že ačkoliv by v zájmu zlepšení integrace na trhu práce mělo být podniknuto ještě více kroků, NGO již od roku 2007 zahajují stále více projektů jako je odborný výcvik, jazykové kurzy a pomoc při hledání práce. Stejně tak Schroth prohlásil, že ke zjištěním MIPEXu je třeba přistupovat i kriticky. Objasnil, že zpráva v určitém směru není objektivní. „V první řadě jde o to, že hodnotí pouze právní rámec, nikoliv praxi,“ a dodal, že přehlížení právě této oblasti je nejhorší.

### **Nedostatečné volební právo**

Volební právo získalo v Indexu také nulu. Kategorie týkající se možnosti cizinců účastnit se politického a veřejného života poslala Českou republiku hluboko pod evropský průměr. Index uvádí, že migranti nemají vůbec žádné volební právo. Chybí zde i politická svoboda, neboť cizinci nemohou zakládat sdružení, pokud v nich nejsou zastoupeni alespoň tři čeští státní příslušníci.

Cizinci navíc nesmí být členy žádné politické strany, dokonce ani v případě, kdy jsou občany EU. Podle zprávy přistěhovalecké organizace, ani NGO ani média o možných změnách tohoto pravidla vůbec nemluvily, ačkoliv se v ní uvádí, že „ministerstvo vnitra vyjádřilo obavy z účasti Vietnamců z pohraničních oblastí, kde mají velmi početnou komunitu.“ Na dotaz CBW ministerstvo vnitra odpovědělo, že „vláda České republiky dne 29. března 2000 schválila návrh na podpis Úmluvy o účasti cizinců ve veřejném životě na místní úrovni,“ a dodalo, že Ministerstvo vnitra České republiky průběžně analyzuje soulad mezi českým zákonným návrhem a evropským návrhem. Zahájení jednání o integraci cizinců do politického a veřejného života je otázkou dalšího politického usnesení.

### **Diskriminující ČR**

Vůbec nejhůř byla Česká republika ohodnocena v oblasti diskriminace. Zpráva poukazuje na to, že v souladu s platnými zákony stát není povinen do svých funkcí důsledně zařazovat principy rovnosti, vést dialog o nediskriminaci ani informovat veřejnost o právech obětí diskriminace. V důsledku toho se obětem diskriminace dostává málo právního poradenství, pomoci při zkoumání jejich případu či podpory u soudu.

V zemi nefunguje ani žádná zvláštní agentura, která by se otázkami rovnosti zabývala. Tseluiko řekl, že diskriminace je zřejmá i v rámci ukrajinské komunity, souvisí však především s problémy při získávání legálního postavení a uznání. A protože nemají žádná zákonná práva ani pojištění, je podle Tseluika mnoho dělníků zneužíváno. „Existují případy, kdy lidé pracují celý měsíc nebo dva, aniž by dostali zapláceno,“ říká a dodává, že mnoho pracovníků je zaměstnáno ve stavebním průmyslu a zemědělství.

Tseluiko ale rovněž uvedl, že situace se zlepšuje a že během loňského roku bylo na

ukrajinském konzulátu hlášeno jen asi sedm podobných případů. Několik stavebních firem, které CBW kontaktoval, komentář neposkytlo. Podle Tseluika je postoj jak k přistěhovalcům z Ukrajiny, tak k přistěhovalcům všeobecně historicky špatný v celé České republice. Dodává ale, že „tento postoj začíná pomalu mizet a situace se mění.“

„Hlavní problémem je závislost přistěhovalců na svých zaměstnavatelích a náborových organizacích,“ uvedl Schroth a dodal, že zákon stanoví, že pokud cizinec přijde o práci a ihned nenajde novou, musí opustit zemi. „Zaměstnavatelé a náborové organizace skutečnost, že ukončení pracovního poměru je důvodem k zamítnutí žádosti o obnovení pracovního povolení a povolení k trvalému pobytu, často využívají k vydírání zahraničních pracovníků.“ Navíc, jak vysvětluje, nejvíce pracovníků z řad přistěhovalců nenabírají samotné podniky, ale zprostředkovatelské společnosti, a „některé z těchto společností čelí ostré kritice kvůli ilegální činnosti, která ústí ve zneužívání přistěhovalců.“

Tseluiko podle svých vlastních slov věří, že už v příštích několika měsících dojde v postavení přistěhovalců v České republice k velkým změnám. Z několika současných projektů na pomoc přistěhovalcům pracovníkům, bude podle jeho slov nejzajímavější poslední připravovaný projekt. Jmenuje se Zelená karta a jeho strůjcem je ministerstvo práce a sociálních věcí. Cílem projektu by mělo být vytvoření dokumentu, který by obsahoval informace o pracovním povolení a trvalém pobytu přistěhovalce. Tento dokument by měl platit nejméně na tři roky.

Tseluiko objasňuje, že společnosti vyvíjejí na českou vládu silný tlak, aby tento program prosadila a jejich pracovníci mohli rychleji získat legální postavení. Schroth vysvětlil, že program bude určen spíše pro pracovníky s nižší kvalifikací, kteří pracují v klíčových sektorech, jako je například automobilový průmysl, a dodal, že „zelené karty by měly umožnit rychlé vyplnění volných míst na trhu práce, neboť cizinci s jejich pomocí získají pracovní povolení a víza.“ Uvedl, že program by měl začít fungovat v roce 2009.

### **Evropská komise hrozí**

Evropská komise (EK) sdělila, že 30. ledna zaslala 10 členským státům odůvodněná stanoviska týkající se úplného provedení pravidel EU zakazujících diskriminaci v zaměstnání a povolání z důvodu náboženského vyznání nebo světového názoru, věku, zdravotního postižení nebo sexuální orientace. Pokud dotčené země – Česká republika, Estonsko, Irsko, Řecko, Francie, Maďarsko, Malta, Nizozemsko, Finsko a Švédsko – do dvou měsíců patřičně nezareagují, EK může rozhodnout o tom, že věc předloží Evropskému soudnímu dvoru. Pavel Číženský, který je advokátem Poradny pro občanství, občanská a lidská práva v České republice, řekl, že česká vláda projednávala návrh nového antidiskriminačního zákona právě minulý týden.

## **Czech Republic gets poor marks for integrating foreigners**

*by Mollie McGurk, 24.03.2008*

The report, led by the British Council and the Migration Policy Group, analyzed countries in six categories that each included four subcategories through which **an overall score was calculated.**

**Other zeros were earned** in the subcategories of electoral rights and labor market integration.

Ihor Tseluiko, Ukrainian counselor to the Czech Republic, told CBW that **this labor market integration problem is very pronounced** in the Ukrainian community, which is the largest foreign group in the Czech Republic.

In the Czech Republic, in 2007 **a pilot program called Selection of Qualified Workers was created to help** participants gain legal status and residency in a shorter period of time.

“It may be a good project, but **only some 200 or 300 Ukrainians are involved in it,**” Tseluiko said.

**The success of the program has also been hindered by slow visa procedures** and a limited number of participant countries.

## **Česká republika stále pokulhává v integraci cizinců**

*Autor: Mollie McGurk, 24.03.2008*

Z nich **bylo** poté vypočteno **celkové skóre.**

*Další nuly si vysloužila* v podkategorii volebních práv a začlenění na trhu práce.

Ukrajinský poradce České republiky Ihor Tseluiko týdeníku CBW řekl, že *problém začlenění na trhu práce se u ukrajinské komunity projevuje velmi silně.*

V České republice vznikl v roce 2007 *pilotní program pod názvem Výběr kvalifikovaných zahraničních pracovníků,* jehož úkolem je pomoci jeho účastníkům získat legální postavení a trvalý pobyt v kratší době.

„Možná je to dobrý projekt, ale *účastní se* jej pouze asi 200 až 300 Ukrajinců,“ uvedl Tseluiko.

*Úspěšnost programu také brzdí pomalý postup při získávání víz* a jen omezený počet zúčastněných zemí.

He explained that although **there should be more measures undertaken to increase labor market integration**, there already are “**more and more projects** [in vocational training, language courses and assistance in finding a job] **have been implemented by NGOs since 2007.**”

“First of all, it evaluates the legal framework only – not praxis,” adding that this is usually **the worst area of evaluation to be overlooked.**

According to the report, “**no changes to this rule have even been discussed by migrant organizations, NGOs or the media**” although it states that “the Ministry of the Interior has raised concerns about the participation of Vietnamese in the border areas where they are numerous.”

Tseluiko said that **discrimination is also seen in the Ukrainian community**, but is **linked** to the difficulties in obtaining legal status and recognition.

And since there are no legal rights and no insurance, **many workers are exploited, according to Tseluiko.**

“There are cases where people will work for one month or two months and not get paid,” he said, adding that **many of them**

Vysvětlil, že ačkoliv **by v zájmu zlepšení integrace na trhu práce mělo být podniknuto ještě více kroků**, NGO již od roku 2007 zahajují stále více projektů jako je odborný výcvik, jazykové kurzy a pomoc při hledání práce.

„V první řadě jde o to, že hodnotí pouze právní rámec, nikoliv praxi,” a dodal, že *přehlížení právě této oblasti je nejhorší.*

Podle zprávy přistěhovalecké organizace, *ani NGO ani média o možných změnách tohoto pravidla vůbec nemluvíly*, ačkoliv s v ní uvádí, že „ministerstvo vnitra vyjádřilo obavy z účasti Vietnamců z pohraničních oblastí, kde mají velmi početnou komunitu.”

Tseluiko řekl, že *diskriminace je zřejmá i v rámci ukrajinské komunity*, souvisí však především s problémy při získávání legálního postavení a uznání.

A protože nemají žádná zákonná práva ani pojištění, **je podle Tseluika mnoho dělníků zneužíváno.**

Existují případy, kdy *lidé pracují celý měsíc nebo dva, aniž by dostali zapláceno*,” říká a dodává, že **mnoho pracovníků je zaměstnáno ve stavebním**

**are employed in construction and agriculture.**

According to legislation, if a foreigner loses his or her job and cannot find work immediately, **they are required to leave the country**, he said. This project is called the Green Card project and has been initiated by the Ministry of Labor and Social Affairs.

Tseluiko explains that there is a lot of pressure on the government from companies to push this program through to action so that **their workers can be legalized faster.**

Schroth explained **the program will be directed more toward lower qualified laborers** who work in key sectors such as the car industry, adding that “green cards should quickly fill gaps on the labor market by making it easier for foreigners to obtain work permits and visas.”

He says that **it is expected to be initiated in 2009.**

Pavel Číženský, a lawyer with the Counseling Center for Citizenship/Civil and Human Rights in the Czech Republic, said that just week **a draft of a new anti-discrimination law was being considered by the Czech government.**

**průmyslu a zemědělství.**

„Hlavním problémem je závislost přistěhovalců na svých zaměstnavatelích a náborových organizacích,“ uvedl Schroth a dodal, že zákon stanoví, že pokud *cizinec* přijde o práci a ihned nenajde novou, *musí opustit zemi*. Jmenuje se Zelená karta a jeho strůjcem je ministerstvo práce a sociálních věcí.

Tseluiko objasňuje, že společnosti vyvíjejí na českou vládu silný tlak, aby tento program prosadila a *jejich pracovníci mohli rychleji získat legální postavení.*

Schroth vysvětlil, že **program bude určen spíše pro pracovníky s nižší kvalifikací**, kteří pracují v klíčových sektorech, jako je například automobilový průmysl, a dodal, že „zelené karty by měly umožnit rychlé vyplnění volných míst na trhu práce, neboť cizinci s jejich pomocí získají pracovní povolení a víza.“

Uvedl, že *program by měl začít fungovat v roce 2009.*

Pavel Číženský, který je advokátem Poradny pro občanství, občanská a lidská práva v České republice, řekl, že *česká vláda projednávala návrh nového antidiskriminačního zákona minulý týden.*

“There are maybe 65,000 Ukrainians working in the Czech Republic, but maybe 40 or 50 percent of them are legal,” he said, adding that there is a complicated **system of requirements for Ukrainians** to obtain working visas – which **has now been complicated** further by the Schengen agreement and so many of them are using tourist visa.“

The report points out that under current laws, **the state is not required to consistently include equality principles in its functions,...**

Tseluiko also explained that this situation is improving and that within the last year **there were only maybe seven cases** like this reported to the Ukrainian consulate.

Political freedoms are also lacking here as foreigners cannot form associations unless they bring in at least three Czech nationals.

The Czech Republic received its lowest ranking overall in the area of anti-discrimination.

Nyní *jej* ještě víc *zkomplikovala Schengenská dohoda* a proto mnoho z nich přijíždí na turistické vízum.

Zpráva poukazuje na to, že v souladu s platnými zákony **stát není povinen** do svých funkcí důsledně zařazovat principy rovnosti, vést dialog o nediskriminaci ani informovat veřejnost o právech obětí diskriminace.

Tseluiko ale rovněž uvedl, že situace se zlepšuje a že během loňského roku **bylo na ukrajinském konzulátu hlášeno** jen asi sedm podobných případů.

Chybí zde i politická svoboda, neboť cizinci nemohou zakládat sdružení, pokud v nich **nejsou zastoupeni alespoň tři čeští státní příslušníci.**

Vůbec nejhůř **byla Česká republika ohodnocena** v oblasti diskriminace.



## II.

# PPF Investments has no peace on Russian front

A Moscow Arbitration Court verdict in a case filed by private equity group PPF Investments (PPFI) against the majority owner of Ingosstrakh was postponed again last week, opening questions about the safety of doing business in Russia and the reliability of the Russian juridical system.

PPFI's juridical saga with Ingosstrakh, the second-largest Russian insurance company by assets and premiums, continued with two episodes last week. In the first case, the majority stakeholder of Ingosstrakh, the investment firm Basic Element—solely owned by Russian tycoon Oleg Deripaska—questioned the legality of the method PPFI used to buy its minority stake in Ingosstrakh. An appeal court definitively rejected the claim on March 18. “We welcome the court’s decision. This is another proof that we are lawful owners of Ingosstrakh shares,” said Jan Piskáček, PPFI’s press representative.

In the second case, PPFI is suing Basic Element in order to reverse a decision made by Ingosstrakh’s Oct. 8, 2007, extraordinary general meeting that approved a quadrupling of the company’s share capital from RUB 2.5 billion (Kč 1.7 billion, € 68 million) to RUB 10 billion. PPFI claims the step, reportedly taken without its knowledge, is meant to squeeze out PPFI as a minority shareholder. That case will be reviewed by the Moscow Arbitration Court on April 11, 2008.

### **Fight of the giants**

Equity group PPFI—which manages assets belonging to, among other people, richest Czech businessman Petr Kellner—bought its 38.46 percent stake in Ingosstrakh in the first half of 2007 through its Cyprus-based company Durbe, owned by its equity investment vehicle PPF Beta. PPFI bought the shares from Russian financier Alexandr Mamut, who sold his three Moscow-based limited-liability companies Investitsionnaya initsiativa, Novy kapital and Vega to PPFI for an undisclosed price. In 2006, PPFI had the transaction approved by the Russian Federal Anti-Monopoly Service (FAS).

Piskáček said that at the beginning of 2006 Mamut addressed PPFI in order to sell its stake in Ingosstrakh after failing to sale it to Basic Element. PPF Group, owner of the largest Czech insurance house Česká pojišťovna (ČP), also showed interest in the transaction. Initially, it held talks to the Basic Element management in order to create an insurance joint-venture in Russia. The conditions offered by Basic Elements—including that PPF Group would never be allowed to acquire more than a 38.5 percent interest in Ingosstrakh or that it wouldn’t be entitled to independently work in insurance industry within the Commonwealth of Independent States (CIS) and former Yugoslavia—were unacceptable for PPF, Piskáček said.

Therefore, with negotiations failing, PPF Group went out of the game, leaving room for PPF to purchase the stake as a passive investor. When PPF acquired the stake, Basic Element reacted by calling the extraordinary general meeting without fully allowing PPF's access to the decision making process on the capital increase. According to Russian media, this isn't the first time such a procedure is used in Ingosstrakh. In 2001, Andrey Andreyev, one of the major shareholders, said that raiders had set their sights on his interest in Ingosstrakh.

In January 2002, Andreyev sought relief with prosecution authorities. He claimed he had been forced to sign documents, based on which he waived his title to companies he owned, including Ingosstrakh. After a rough press campaign against him and an investigation that led to no result, Basic Element was confirmed as the owner of the business that once had belonged to Andreyev and immediately increased the capital, as a result of which Andreyev's interest was completely diluted.

Deripaska has never hidden his intention to purchase the minority stake from PPF, with Basic Element releasing a document saying that it would be willing to buy PPF's stake for a "reasonable price."

"Czech entrepreneurs knew about the plans of Ingosstrakh shareholders to increase the insurance company's authorized capital and to retain control over the company, as a result of the negotiations with Basic Element," a Basic Element news release said.

"We honestly warned potential partners that we didn't intend to cede control over the company in the foreseeable future... PPF decided to acquire a minority stake in this private company... fully realizing that the views of the Czech side regarding the development of the company were at variance with the strategic plans of the company itself," the release said.

### **How could this happen?**

"From a distance, it appears to me that PPF didn't do enough due diligence or background research before they made the investment or they got double crossed," said a Prague-based lawyer who declined to be identified. However, the source said that PPF could use this dispute "as a bargaining chip" for something else. "These are all just possibilities," the source said.

"We are not in a position to comment on the court decision or on other matters of our clients," said Jan Petřík, managing partner with the Czech law firm Brzobohatý Brož & Honsa (BBH), which represents PPF in Russia.

Tomáš Brzobohatý, former partner with BBH and one of its founders, is now PPF board chairman and reportedly the majority owner, together with Kellner and Jiří Šmejč.

Russia is often a tricky country for outsiders. "Our general experience shows that for foreign investors launching a project or investment in Russia, it is absolutely crucial to identify all the major decision makers correctly and to agree with them on further steps and mutual cooperation," said Natalija Traurigová, an attorney with law firm Havel & Holásek. She said that sometimes, foreign investors face suspicions of their Russian partners and "it takes time before the Russian partner is reassured that the entry of a foreign partner may in fact be beneficial for both of them."

# PPF Investments nemá na ruské frontě klid

Rozhodnutí moskevského arbitrážního soudu v případě žaloby, kterou podala skupina pro oblast soukromých investic PPF Investments (PPFI) proti majoritnímu vlastníku pojišťovny Ingosstrach, bylo minulý týden znovu odročeno. Otevírá se tak prostor pro otázky ohledně bezpečnosti podnikání v Rusku a spolehlivosti ruského soudního systému.

Vleklá soudní pře skupiny PPFI se společností Ingosstrach, která je co do objemu aktiv a pojistného druhou největší ruskou pojišťovnou, pokračovala minulý týden dvěma novými epizodami. V prvním případě majoritní akcionář Ingosstrachu, investiční firma Bazovyj Element (Basic Element), jejímž jediným vlastníkem je ruský magnát Oleg Děripaska, zpochybnil legálnost způsobu, jakým PPFI nabyla svůj minoritní podíl v Ingosstrachu. Odvolací soud žalobu definitivně zamítl 18. března. „Vítáme toto rozhodnutí soudu. Je to další důkaz toho, že jsme zákonnými majiteli akcií Ingosstrachu,“ řekl tiskový mluvčí skupiny PPFI Jan Piskáček.

Ve druhém případě se PPFI soudí se společností Bazovyj Element o zvrácení rozhodnutí Ingosstrachu z 8. října 2007, kdy mimořádná valná hromada schválila čtyřnásobné navýšení základního kapitálu společnosti z 2,5 miliardy rublů (1,7 mld. Kč, 68 mil. eur) na 10 miliard rublů. PPFI tvrdí, že účelem tohoto kroku, který společnost údajně učinila bez jejího vědomí, je vyšachovat PPFI jako menšinového akcionáře ze hry. Tento případ bude moskevský arbitrážní soud projednávat 11. dubna 2008.

## Souboj titánů

Investiční skupina PPFI, která spravuje mimo jiné i aktiva nejbohatšího českého podnikatele Petra Kellnera, koupila v Ingosstrachu podíl ve výši 38,46 procenta v první polovině roku 2007 prostřednictvím své kyperské společnosti Durbe, kterou vlastní její investiční společnost PPF Beta. PPFI koupila akcie od ruského finančníka Alexandra Mamuta, který skupině PPFI prodal své tři moskevské společnosti s ručením omezením Investicionnaja iniciativa, Novyj kapital a Vega za nezveřejněnou cenu. V roce 2006 schválila transakci PPFI ruská Federální antimonopolní služba (FAS).

Piskáček uvedl, že Mamut oslovil PPFI na začátku roku 2006 ohledně prodeje svého podílu v Ingosstrachu poté, co se mu nepodařilo jej prodat skupině Bazovyj Element. O transakci projevila zájem také skupina PPF Group, která je vlastníkem České pojišťovny (ČP), největší pojišťovny v České republice. Nejdříve jednala s vedením společnosti Bazovyj Element o vytvoření společného podniku (pojišťovny) v Rusku. „Avšak podmínky společnosti Bazovyj Element, m.j. i to, že skupina PPF Group by nikdy nemohla v Ingosstrachu získat více než 38,5procentní podíl, nebo že by neměla právo nezávisle fungovat v sektoru pojišťovnictví v rámci Společenství nezávislých států (SNS) a bývalé Jugoslávie, byly pro PPF nepřijatelné,“ řekl Piskáček.

Jednání dopadla neúspěšně a skupina PPF Group vyklidila pole společnosti PPFI, která podíl koupila jako pasivní investor. Když PPFI podíl získala, Bazovyj Element reagoval svoláním mimořádné valné hromady a navýšením základního kapitálu, aniž by PPFI umožnil zúčastnit se rozhodování. Podle ruských médií to není poprvé, co byl v případě Ingosstrachu podobný postup použit. V roce 2001 jeden z majoritních akcionářů Ingosstrachu Andrej Andrejev

uvedl, že na jeho podíl ve společnosti si dělají zálusk lupiči.

V lednu 2002 vyhledal pomoc soudní cestou. Tvrdil, že byl donucen podepsat dokumenty, na jejichž základě se vzdal práva na společnost, které vlastnil, včetně Ingosstrachu. Po drsné mediální kampani, která proti němu byla vedena, a vyšetřování, které k ničemu nedospělo, byla vlastníkem podniku, jenž dříve patřil Andrejevovi, prohlášena společnost Bazovjy Element, která okamžitě navýšila základní kapitál, čímž byl Andrejevův podíl zcela marginalizován.

Děripaska svůj záměr odkoupit od PPF její minoritní podíl nikdy neskrýval a Bazovjy Element vydal dokument, v němž tvrdil, že je ochoten podíl PPF koupit za „přiměřenou cenu“.

„Čeští podnikatelé věděli, že akcionáři Ingosstrachu chtějí navýšit základní kapitál pojišťovny, a tak nad ní získat kontrolu, na základě jednání se skupinou Bazovjy Element,“ stálo v tiskové zprávě společnosti Bazovjy Element.

„Skutečně jsme potenciální partnery varovali, že se kontroly nad společností nehodláme v dohledné budoucnosti vzdát... PPF se rozhodla koupit minoritní podíl v soukromé společnosti ... s plným vědomím toho, že názory české strany na vývoj společnosti se od jejího strategického plánu diametrálně liší,“ uvádí se ve zprávě.

### **Jak se to mohlo stát?**

„Z odstupu se mi zdá, že PPF buď neprovedla řádnou předinvestiční prověrku a průzkum anebo narazili na podvodníky,“ prohlásil jeden pražský právník, který si nepřál být jmenován. Stejný zdroj však rovněž uvedl, že PPF by tento spor mohla využít jako trumf někde jinde. „Všechno to jsou jen možné scénáře,“ uvedl zdroj.

„Rozhodnutí soudu ani jiné záležitosti našich klientů nám komentovat nepřísluší,“ uvedl Jan Petřík, vedoucí partner české advokátní kanceláře Brzobohatý Brož & Honsa (BBH), která společnost PPF v Rusku zastupuje.

Bývalý partner a jeden ze zakladatelů BBH Tomáš Brzobohatý je nyní předsedou představenstva PPF a údajně jejím majoritním vlastníkem spolu s Kellnerem a Jiřím Šmejcem.

Rusko bývá pro cizince komplikovanou zemí. „Z našich zkušeností obecně plyne, že zahraniční investoři, kteří chtějí v Rusku investovat nebo rozběhnout nějaký projekt, musí ze všeho nejdřív identifikovat všechny strany, které mají hlavní slovo v rozhodování, a dohodnout se s nimi na dalším postupu a vzájemné spolupráci,“ uvedla Natalija Traurigová z advokátní kanceláře Havel & Holásek. Dodala, že zahraniční investoři někdy čelí podezřením ruských partnerů a „a že nějakou dobu trvá, než se ruský partner ujistí, že ze vstupu zahraničního partnera mohou mít ve skutečnosti prospěch obě strany.“

## **PPF Investments has no peace on Russian front**

*by Cristina Muntean, 24.03. 2008*

A Moscow Arbitration Court **verdict** in a case filed by private equity group PPF Investments (PPFI) against the majority owner of Ingosstrakh **was postponed** again last week, opening questions about the safety of doing business in Russia and the reliability of the Russian juridical system.

**That case will be reviewed by the Moscow Arbitration Court** on April 11, 2008.

**The condition** offered by Basic Elements—including that PPF Group **would never be allowed to acquire** more than a 38.5 percent interest in Ingosstrakh or that **it wouldn't be entitled** to independently work in insurance industry within the Commonwealth of Independent States (CIS) and former Yugoslavia—were unacceptable for PPF, Piskáček said.

According to Russian media, this isn't the first time such **a procedure is used** in Ingosstrakh.

He claimed **he had been forced to sign documents**, based on which he waived his title to companies he owned, including Ingostrakh.

## **PPF Investments nemá na ruské frontě klid**

*Autor: Cristina Muntean, 24.03. 2008*

**Rozhodnutí** moskevského arbitrážního soudu v případě žaloby, kterou podala skupina pro oblast soukromých investic PPF Investments (PPFI) proti majoritnímu vlastníku pojišťovny Ingosstrach, **bylo minulý týden znovu odročeno**.

*Tento případ bude moskevský arbitrážní soud projednávat 11. dubna 2008.*

„Avšak *podmínky společnosti* Bazovij Element, m.j. *i to, že skupina PPF Group by nikdy nemohla v Ingosstrachu získat více než 38,5 procentní podíl, nebo že by neměla právo nezávisle fungovat* v sektoru pojišťovnictví v rámci Společenství nezávislých států (SNS) a bývalé Jugoslávie, byly pro PPF nepřijatelné,“ řekl Piskáček.

Podle ruských médií to není poprvé, co **byl** v případě Ingosstrachu **podobný postup použit**.

Tvrdil, že **byl donucen podepsat** dokumenty na jejichž základě se vzdal práva na společnosti, které vlastnil, včetně Ingosstrachu.

After a rough press campaign against him and an investigation that led to no result, **Basic Element was confirmed** as the owner of the business that once had belonged to Andreyev and immediately increased the capital, as a result of which Andreyev's **interest was completely diluted**.

Deripaska has never hidden his intention to purchase the minority stake from PPF, with Basic Element releasing a document saying that it would be willing to buy PPF's stake for a "reasonable price."

"From a distance, it appears to me that PPF didn't do enough due diligence or background research before they made the investment or they got double crossed," said a Prague-based **lawyer who declined to be identified**.

She said that sometimes, foreign investors face suspicions of their Russian partners and "it takes time before **the Russian partner is reassured** that the entry of a foreign partner may in fact be beneficial for both of them."

PPF claims **the step**, reportedly taken without its knowledge, **is meant to squeeze out PPF** as a minority shareholder.

Po drsné mediální kampani, která proti němu byla vedena, a vyšetřování, které k ničemu nedospělo, **byla** vlastníkem podniku, jenž dříve patřil Andrejevovi, **prohlášena společnost Basic Element**, která okamžitě navýšila základní kapitál, čímž **byl** Andrejevův **podíl zcela marginalizován**.

**Děripaska** svůj záměr odkoupit od PPF její minoritní podíl nikdy neskrýval a Basic Element vydal dokument, v němž tvrdil, že **je ochoten podíl PPF koupit za „přiměřenou cenu“**.

„Z odstupu se mi zdá, že PPF buď neprovedla řádnou předinvestiční prověrku a průzkum anebo narazili na podvodníky,“ prohlásil jeden pražský **právník, který si nepřál být jmenován**.

Dodala, že zahraniční investoři někdy čelí podezřením ruských partnerů a „a že nějakou dobu trvá, než *se ruský partner ujistí*, že ze vstupu zahraničního partnera mohou mít ve skutečnosti prospěch obě strany.“

PPF tvrdí, že *účelem tohoto kroku*, který společnost údajně učinila bez jejího vědomí, *je vyšachovat PPF* jako menšinového akcionáře ze hry.

...fully realizing that the views of the Czech side regarding the development of the company were at variance with the strategic plans of the company itself, "the release said.

...s plným vědomím toho, že názory české strany na vývoj společnosti se od jejího strategického plánu diametrálně liší, "**uvádí se ve zprávě.**

## III.

# Soaring sales of nonalcoholic brews

Autor: Bryn Bailer, 30.06. 2008

There are 19 brands of non-alcoholic beer sold in the Czech Republic, and they comprise a fast-growing, increasingly crowded marketplace. According to ČSPS figures, breweries here produced 19.8 million hectoliters of total beer product for domestic and export markets in 2007. That same year, only 497,000 hectoliters of nonalcoholic beer were produced – but that represented a 51.5 percent increase over 2006. And in 2006, when brewers produced but represented 328,000 hectoliters of nonalcoholic beer, even that was a 37 percent growth on 2005 (see “Nonalcoholic beer hops on to the market,” CBW, July 16, 2007)

“Growth is being driven by consumers’ changing lifestyles, as well as the high quality of nonalcoholic beer,” said Michaela Trýznová, external communication manager of Staropramen.

Staropramen’s total sales reached 3.24 million hectoliters of beer in 2007, a growth of 5.9 percent year on year, making it the second-largest beer producer in the Czech Republic. Owned by InBev, the world’s largest brewery group, Staropramen claims a 15.3 percent share of the domestic beer market. It introduced its own nonalcoholic brew in 2005, and began offering it in cans last year.

Trýznová disputed the notion that the company’s participation was a marketing venture and claimed that it was undertaken purely as a charity event.

“With this joint project, Pivovary Staropramen is endeavoring to remind drivers that alcohol doesn’t belong behind the wheel and that the only kind of beer you can mix with driving is nonalcoholic beer,” she said. “We intend to continue with similar projects in the future.”

While engaging public-service campaigns are admirable, handing out prizes in cans that look like alcoholic beverages may not be the best choice to get the message across, according to nonprofit group Mothers Against Drunk Driving, a 28-year-old American educational and advocacy group that focuses on educational and legal issues related to driving under the influence.

“Sobriety checkpoints in the U.S. are focused on keeping our roads safe, and keeping drunken drivers off the streets,” said Misty Moyse, manager of media relations for MADD’s national office. “I’m not sure how giving out any kind of beverage would really further that aim, but each country has to decide what works for them.”

### **Alcohol a factor in 724 accidents**

In 2007, according to Staropramen, police determined that alcohol was a factor in 724 traffic accidents around the Czech Republic. Some 1,367 persons driving under the influence of alcohol and other addictive substances were arrested, and 1,306 persons were charged with



the crime of engaging in reckless behaviour while under the influence of an addictive substance. Police did not confirm those statistics.

Police also did not say how many cars they stopped at sobriety checkpoints during the most recent campaign, but statistics from an earlier one, conducted during June 6 and 7, were available. |during those two days, police pulled over about 15,000 cars, and caught 150 drivers under the influence of drugs of alcohol, according to news server Aktualně.cz And at least one other Czech brewer has already approached the Czech Police to see how it can get in on the high-profile public-service action.

“We are discussing with the leadership of the Czech Police about supporting driving and carrying passengers without alcohol,” said Boris Rajdl, who is the brand manager of Zatopramen beer for Drinks Union, which is owned by the Netherlands’ Heineken International. “We would like to give support to ideas to give protection to your children and to taking cars on holidays without alcohol.”

Asked if this means that Drinks Union, which started producing its own nonalcoholic beer earlier this year, would consider giving away its own brand at similar events to that involving Staropramen, he wrote: “Yes. We were first in contact with police.”

For its part, the Czech Police, while aware of the controversy that the giveaway program engendered, is not writing off the possibility of doing it again.

“Prevention projects are an integral part of our police work,” Beránek said. “Nevertheless, whether we will do this type of police campaign again depends on the evaluation of its assets after it is finished. Generally speaking, we will continue in prevention projects, of course.”

# Prudce stoupající odbyt nealkoholických piv

V České republice se prodává 19 značek nealkoholických piv, které dohromady tvoří rychle rostoucí a stále plnější trh. Podle čísel ČSPS zde pivovary vyrobily celkem 19,8 milionů hektolitrů piva pro domácí a zahraniční trhy v roce 2007. Ve stejném roce bylo vyrobeno pouze 497 000 hektolitrů nealkoholického piva – přesto šlo o 51,5 procentní nárůst ve srovnání s rokem 2006. A v roce 2006, kdy pivovary vyprodukovaly pouze 328 000 hektolitrů nealkoholického piva, to byl 37procentní nárůst od roku 2005.

„Za růstem stojí měnící se životní styl konzumentů, stejně jako vysoká kvalita nealkoholického piva,“ řekla Michaela Trýznová, manažerka pro vnější vztahy pivovaru Staropramen.

Celkový prodej společnosti Staropramen dosáhl v roce 2007 3,27 milionů hektolitrů piva, což představuje meziroční nárůst ve výši 5,9 procent a dělá z ní druhého největšího producenta piva v České republice. Společnost Staropramen ve vlastnictví největší světové pivovarnické skupiny InBev si činí nárok na 15,3procentní podíl na domácím trhu piva. Firma představila své vlastní nealkoholické pivo v roce 2005 a loni jej začala nabízet v plechovkách.

Trýznová popřela názor, že by účast společnosti byla marketingovým tahem a trvala na tom, že byla prováděna jako čistě charitativní akce.

„Tímto společným projektem se společnost Pivovary Staropramen snaží připomenout řidičům, že alkohol za volant nepatří a že jediným pivem, které lze kombinovat s řízením, je pivo nealkoholické,“ uvedla. „Máme v úmyslu s podobnými projekty pokračovat i v budoucnosti.“

Zatímco zařazování kampaní veřejných služeb je skvělé, rozdáván odměn v podobě plechovek připomínajících alkoholické nápoje nemusí být tou nejlepší volbou, jak předávat sdělení, říká nezisková skupina Mothers Against Drunk Driving (MADD). Tato americká vzdělávací a nátlaková skupina, která se zaměřuje na vzdělávací a právní problematiku spojenou s řízením pod vlivem alkoholu, funguje již 28 let.

„Kontroly na alkohol ve Spojených státech se zaměřují na udržení bezpečných silnic a udržení opilých řidičů mimo tyto silnice,“ uvedla Misty Moyse, manažerka pro mediální vztahy národní kanceláře MADD. „Nejsem si jistá, jak by rozdávání nějakého nápoje mohlo tomuto cíli posloužit, ale každá země se musí sama rozhodnout, co bude fungovat.“

## Alkohol je viníkem 724 nehod

Podle staropramenu určila policie v roce 2007 za viníka alkohol v 724 případech dopravních nehod v České republice. Za řízení pod vlivem alkoholu a jiných návykových látek bylo uvězněno 1367 osob a 1306 osob bylo obviněno z trestného činu nepozorného řízení vozidla pod vlivem návykové látky. Policie tyto statistiky nepotvrdila.

Policie také nesdělila, kolik aut zastavila na kontrolních stanovištích kvůli kontrole na alkohol během poslední kampaně, ale k dispozici byly statistiky z předchozí kontroly, která se konala ve dnech 6. a 7. června. Během těchto dvou dnů zastavila policie na 15 000 aut a podle zpravodajského ser-veru Aktuálně.cz přistihla 150 řidičů pod vlivem alkoholu nebo drog. A

nejméně jeden další český pivovar už oslovil Policii České republiky, aby prozkoumal možnosti, jak se dostat k této vysoce profilované akci veřejné služby.

„Diskutujeme s vedením české policie o podpoře řízení a převážení cestujících bez alkoholu,“ uvedl Boris Rajdl, který je manažerem značky piva Zlatopramen společnosti Drinks Union, kterou vlastní nizozemská společnost Heineken International. „Rádi bychom podpořili myšlenku ochrany dětí a prázdninového cestování bez alkoholu.“

A na otázku, zda to znamená, že by společnost Drinks Union, která začala vyrábět své vlastní nealkoholické pivo na začátku tohoto roku, zvažovala poskytnutí své značky při podobných akcích, jaké se účastnil Staropramen, odpověděl: „Ano. My jsme jako první navázali kontakt s policií.“

Za svoji stranu česká policie, ačkoli si je vědoma kontroverze, kterou program reklamních dávků vyvolal, neodepisuje možnost opět do toho jít. „Projekty prevence jsou nedílnou součástí policejní práce,“ řekl Beránek. „Nicméně to, zda si tento typ policejní kampaně zopakujeme, závisí na vyhodnocení jejích přínosů po jejím skončení. Všeobecně vzato budeme samozřejmě v projektech prevence pokračovat.“

## **Soaring sales of nonalcoholic brews**

*by: Bryn Bailer, 30.06. 2008*

That same year, only **497,000 hectoliters** of nonalcoholic beer **were produced**-but that represented a 51,5 percent increase over 2006.

**“Growth is being driven by consumers’ changing lifestyles,** as well as the high quality of nonalcoholic beer,” said Michaela Trýznová, external communication manager of Staropramen.

Trýznová disputed the notion that the company’s participation was marketing venture and claimed that **it was undertaken** purely as a charity event.

**“Sobriety checkpoints** in the U.S. **are focused** on keeping our roads safe, and keeping drunken drivers off the streets,” said Misty Moyse, manager of media relations for MADD’s national office.

Some **1,367 persons** driving under the influence of alcohol and other addictive substances **were arrested,** and **1,306 persons were charged** with the crime of engaging in reckless behavior while under the influence of an addictive substance.

## **Prudce stoupající odbyt nealkoholických piv**

*Autor: Bryn Bailer, 30.06. 2008*

Ve stejném roce **bylo vyrobeno** pouze 497 000 hektolitrů nealkoholického piva- přesto šlo o 51,5procentní nárůst ve srovnání s rokem 2006.

*„Za růstem stojí měnící se životní styl konzumentů,* stejně jako vysoká kvalita nealkoholického piva,*“* řekla Michaela Trýznová, manažerka pro vnější vztahy pivovaru Staropramen.

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*„Kontroly* na alkohol ve Spojených státech *se zaměřují* na udržení bezpečných silnic a udržení opilých řidičů mimo tyto silnice,*“* uvedla Misty Moyse, manažerka pro mediální vztahy národní kanceláře MADD.

Za řízení pod vlivem alkoholu a jiných návykových látek **bylo uvězněno 1367 osob** a **1306 osob bylo obviněno** z trestného činu nepozorného řízení vozidla.

“We are discussing with the leadership of the Czech Police about supporting driving and carrying passengers without alcohol,” said Boris Rajdl, who is the brand manager of Zlatopramen beer for **Drinks Union, which is owned by the Netherlands’ Heineken International.**

Nevertheless, whether we will do this type of police campaign again depends on the evaluation of its assets after **it is finished.**

„Diskutujeme s vedením české policie o podpoře řízení a převážení cestujících bez alkoholu,“ uvedl Boris Rajdl, který je manažerem značky piva Zlatopramen společnosti *Drinks Union, kterou vlastní nizozemská společnost Heineken International.*

Nicméně to, zda si tento typ policejní kampaně zopakujeme, závisí na vyhodnocení jejích přínosů *po jejím skončení.*