

Manipulation
in Translating
British and American
Press Articles
in the People's
Republic of Poland

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By
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INTRODUCTION

The manipulation of translations in the era of communist rule in Poland has long been a topic of interest among translation theorists and linguists. Whenever texts of that period have been quoted and claimed to be based on foreign sources there has always been an accompanying question of how authentic the translated message is due to the omnipotent censorship authorities' power which controlled the contents of any message officially published in the years of the censorship organs' existence. A number of theoretical studies that have been released during the previous dozen or so years have only intensified curiosity in the issue and provoked scholars to explore the topic. A study based on a comparison of source and target texts could be a useful way to provide necessary data to support the theoretical claim of manipulation. That is the reason why a corpus of appropriate texts has been assembled to help this study, and the articles published in *Forum* magazine proved to be an ideal source to provide a basis to deliver more scientifically valid, reliable and accepted data.

1. The aims of the research

A fundamental goal in the present study will be to find cases of deliberate manipulation of source texts (STs) originating in the West concerning Polish matters in their translations into Polish based on a comparative study of source and target texts (TTs) constituting the analytical corpus – basically texts of originally British and American press articles translated for *Forum* magazine in the years 1965-1989.

The fidelity of Polish translations to the original versions of articles and their authors' concepts and ideas will be judged, and its lack will be shown whenever stated, by enumerating what has been removed, changed, added, etc. to create sometimes a totally different version of what was written by the original authors. It will also be important to show to what extent the translation techniques supporting manipulation were used, what the effect of their incorporation is, and whether they are incidental or riddle the texts with manipulative procedures.

It will also be essential to show what typical means of language were introduced by translators to make the translated texts, which is naturally

expected, more compliant with the preferred style of the communist era language – the so-called Newspeak (*nowomowa*). The features of Newspeak, where found, create a lineament that makes the translations even more politically correct and closer in form to typical speeches and writings of the communist propaganda.

It will be necessary to refer to the topics preferred by the communist rulers, as well as to those which were shunned. Much has been written about the uncomfortable topics in the interpretation of the communist authorities. Will they be consistently omitted or sometimes allowed by the censorship apparatus, and if allowed, in what way? Will there be a full message transported from the source language (SL) to the target language (TL) if the topics are allowed judging by the titles, or will the themes themselves just be a kind of deception misleading the readers by making them believe the translations are solid whereas in fact all risky information was meant to be hidden? All these questions will guide the pattern of analyses in Chapter 4 and the final conclusions.

The concluding chapter should leave the reader with a considerable amount of knowledge about whether the texts were manipulated or not, and in the case of a positive verification of this hypothesis, how much the communist powers were distorting the political and economic reality of their times. Was it within the manipulative techniques of translation rather or within the features of language too? How much do the choices of topics influence the whole image and prove what is generally thought of the writings in the communist times in Poland – all these questions are to be included in research procedures chosen and will condition the interpretation of findings.

2. Contemporary findings within the topic

The area of research addressed herein became a prime focus of scholars in the 2000s, although the first publications appeared as early as the 1990s. Initial interest was in the activity of the censorship apparatus and the effect the censors had on the texts published under the communist regime. There are numerous such publications by Polish academics. But interest concerning issues directly connected with Poland under the communist rule has also grown among foreign writers like John Bates, who takes up the problem in *Publishing in Poland, 1976-1989: Reflections of Preferences and Constraints* (2000), and in his article “From State Monopoly to a Free Market of Ideas? Censorship in Poland, 1976–1989” in *Censorship & Cultural Regulation in the Modern Age*, edited by Beate Müller (2004).

Most numerous, as has already been mentioned, are naturally books and articles about censorship in Poland written by Poles. Naming just a few of the most important yields a long list of surnames and titles. What the scholars dealing with the problem analyse is generally the structures and dealings of the censorship organs with authors wanting to publish any writings, the constraints and pressures on them, and the kind of interventions in texts censors were responsible for. Among such scholars referring to the problems of the censors' responsibility for distortions that were made to the writings of the communist era in Poland Zbigniew Romek has to be mentioned with his *Cenzura w PRL. Relacje historyków* (2000) and *Cenzura a nauka historyczna w Polsce 1944-1970* (2010). There are also Kazimierz Bagiński, *Cenzura w Polsce* (1981), Zofia Radzikowska, *Z historii walki o wolność słowa w Polsce (cenzura w latach 1981-1987)* (1990), Aleksander Pawlicki, *Kompletna szarość. Cenzura w latach 1965-1972. Instytucja i ludzie* (2001), Igor Borkowski, *Świt wolnego słowa. Język propagandy politycznej 1981-1995* (2003), Maciej Łętowski, *Gdy żyliśmy ustrój i godziliśmy w sojusze. Cenzura prasowa w PRL na przykładzie katolickiego tygodnika społecznego „Ład”* (2010), Ewa Skorupa, editor of *Przeskoczyć tę studnię strachu. Autor i dzieło a cenzura PRL* (2010) and Dorota Degen and Marcin Żynda, editors of *Nie po myśli władzy. Studia nad cenzurą i zakresem wolności słowa na ziemiach polskich od wieku XIX do czasów współczesnych* (2012).

It is also necessary to mention Jerzy Borejsza who, the son of a communist activist engaged in the censorship apparatus's constitution, gives an account of censors' proceedings in *Totalitarian and Authoritarian Regimes in Europe: Legacies and Lessons from the Twentieth Century*, together with Klaus Ziemer and Magdalena Hułas (2006). A record of censoring practices is also made by Tomasz Strzyżewski, a Polish censorship official, in *Czarna księga cenzury PRL* (1977), translated by Aleksander Niczow as *Black book of Polish censorship* (1982), consisting of authentic materials smuggled abroad, showing the censorship organs' rules and actions.

What has been dealt with broadly is the idea of power in language. Following the assumptions of Critical Discourse Analysis (CDA), in which discourse is seen in its social aspect of power relations, it can be expected that the features of language as used by the Polish society and translators under the communist rule conform to the norms imposed by the ruling authorities. Thanks to such authors as Robert Hodge and Gunther Kress and their *Language as Ideology* (1993), Norman Fairclough and his *Language and Power* (1996), Teun van Dijk, the famous author of *Ideology* (1998), and also Maria Tymoczko and Edwin Gentzler, editors of

Translation and Power (2002), Maria Calzada Pérez with *Apropos of Ideology* (2003), Waclaw Osadnik and Piotr Fast, editors of *Language, Politics, Culture* (2004), Louis de Saussure and Peter Schulz, editors of *Manipulation and Ideologies in the Twentieth Century* (2005), and Adrian Blackledge with *Discourse and Power in a Multilingual World* (2005), the features of totalitarian language can be connected with the system which produced it.

Furthermore, the description of the political discourse contributes to the image of the language type expected when talking of manipulation of press articles under the communist regime. Michael Geis's *The Language of Politics* (1987), Paul Chilton, *Analysing Political Discourse. Theory and Practice* (2004), and Janina Frasz, *Komunikacja polityczna. Wybrane zagadnienia gatunków i języka wypowiedzi* (2005) should be mentioned here.

The language created by communist propaganda is likewise analysed by Jerzy Bralczyk in his *O języku polskiej propagandy politycznej lat siedemdziesiątych* (2001), *O języku polskiej polityki lat osiemdziesiątych i dziewięćdziesiątych* (2003), and *O języku propagandy i polityki* (2007). He gives a systematic description of the features of Newspeak. Michał Głowiński also refers to the characteristics of propaganda language in communist Poland in *Nowomowa i ciągi dalsze; szkice dawne i nowe* (2009).

The key point of reference for us will be publications that concerned with manipulation in translation. An early source of knowledge on this topic is Theo Hermans's *The Manipulation of Literature. Studies in Literary Translation* (1985). The editor's analysis concerns literature and is broadly conceived. Translation is at the same time a kind of manipulation is the point of scholars whose articles compose the book. A similar attitude is taken by André Lefevere in *Translation, Rewriting, and the Manipulation of Literary Fame* (1992), due to the so-called patronage, and Janina Puzynina in *Język w świecie wartości* (1992).

Deliberate manipulation is a rather new issue, which has not yet been extensively dealt with. Van Dijk gives reference to the problem which is this book's fundamental concern in his *Ideology* (1985). In his view manipulation might be a kind of intention and an element of imposing power. Then others follow this concept in connection with some elements pushing writers or translators into distortions, e.g. totalitarian systems. Such sources as Saussure and Schulz's co-edited *Manipulation and ideologies in the twentieth century. Discourse, language, mind* (2005), Dariusz Galasiński's *The language of deception: A discourse analytical study* (2000), Aiga Dukate's *Manipulation as a specific phenomenon in*

translation and interpreting (2007) and the same author's *Translation, manipulation and interpreting* (2009), and Aiga Kramina's "Translation as manipulation: causes and consequences, opinions and attitudes" in *Studies about languages*, No. 6 (2004), include claims about manipulating as a way to deliberately hide information or change the source message, which is a method of writers and translators used for various reasons. The idea is pursued in Joanna Esquibel and Magdalena Kizeweter, editors of *Manipulation in translation. Theory and applications* (2011) and Jeremy Munday, *Evaluation in Translation. Critical Points of Translator Decision-Making* (2012).

It should be noted that most of the writers mentioned, especially the ones dealing with Polish writings under censorship influence, just refer theoretically to the historical facts concerning the years of the censorship apparatus's activity and methods used, based on the existing records, or concentrate merely on linguistic findings about Newspeak or political discourse. Little has been done on the subject of comparative texts in translation controlled by censorship. Here this study is intended to fill in the gap, and transpose the idea of deliberate manipulation made for political reasons into translation studies.

The research will look into the problem of how STs, which are articles from the British or American press that were published in *Forum* magazine in Polish, suffered or evaded the censorship apparatus's interventions. The texts are an interesting case due to the fact that the Polish translators tried to combine two opposed elements – the free thought of Western press from a capitalist bloc and the requirements of publications under the communist regime, subordinated to the censorship regulations. How much of the original texts they manage to preserve will be a question to elaborate on.

3. Hypotheses to be tested

Judging from the political situation in Poland after the Second World War, a reasonable suggestion concerning the character of writings is that no officially allowed sources of information concerning political and economic matters could have been free of propaganda and manipulation of some kind. Other types of texts, less directly connected with the rulers' convictions or desire for success, were also meant to create public opinion and generate people's interest in the direction that was preferred by the communist authorities. Even if they were translations, the texts published in the Polish press – no matter whether in the party's official *Trybuna Ludu* ("People's Tribune"), or freer titles like *Forum*, had to be doctrinal

due to the actions of the censorship apparatus. What will be tested then is the thesis that all texts, dealing with political, economic, or even cultural matters, must have been influenced by manipulation. If they functioned as translations what can mainly be expected are some distortions caused by the use of translation techniques. But it will also be appropriate to analyse how much manipulation is the effect of using the language of political propaganda.

The message conveyed by journalists of the communist powers was presumably even more influential if based on sources that could have been considered as not coming from the main stream of information in a totalitarian country but from the West. In such a case the message and the way to present it could seem more reliable to the majority of reasonably thinking citizens, not necessarily party members. Still though, even if the texts were foreign press translations and concerned neutral topics, like culture, it can be claimed that they were under the influence of at least a subconscious use of Newspeak elements, which will be a task to investigate.

The recognized fact that in the era of communism rulers favoured some specific topics over others led us to an assumption that also the choice of topics in *Forum* articles was controlled. For sure, there were some obvious constraints on matters that could be revealed, and the ones forbidden likewise could not appear in the magazine. The range of topics corresponded to the changing norms of the censorship organs' controls in the years 1965 – 1989. Going into detail in analyzing the reasons why the topics of articles that were published were preferred over other topics is not of primary importance, and it is enough to state that the choice was due to editorial decisions to which there is no access now. It can only be suspected that such decisions of the editorial meetings were not dictated by the awareness of what were the hottest matters addressed by foreign press to which there was access. It must be assumed that, if such meetings were held (for which evidence is obtained from the current *Forum's* secretary's office), the editors' decisions were conditioned primarily by the threat of being controlled by censors. It will be shown what topics were not allowed to be published in *Forum* in 1965 - 1989.

All these hypotheses, if positively resolved, should contribute to finding arguments for the substantial claim expressed in this study's title.

4. Characteristics of the research material and methodology

To show the problems of manipulation based on translations in the totalitarian era in Poland it is necessary to refer to sources that were published under the communist regime. The problem is that the materials chosen for publications then were rather written in the communist bloc countries, not in the English-speaking part of the world.

4.1 The research material origin and time boundaries

A choice for the research material was *Forum* magazine, as it claimed to be based on worldwide press articles translated for publication in Polish to give a kind of review of the world's journalism output concerning interesting events, people and facts, among which there were those referring to Poland.

The magazine began publication in 1965. Translations printed until 1989 were included in the research as the year marks the official ending of the communist rule in Poland together with its institutions including *GUKPPiW - Główny Urząd Kontroli Prasy Publikacji i Widowisk* (Main Office of Control of the Press, Publications and Public Performances), the central organ responsible for censoring the intellectual activities of Polish writers, playwrights, directors, screenwriters, journalists, etc.

The small number of articles in *Forum* translated from English concerning Poland in the early years seemed a problem (1-5 articles a year), especially when the BBC or the Reuters Agency were given as sources. But with the year 1981 the situation in Poland generated more interest abroad, on the one hand, and on the other, the censorship apparatus transformed its control rules, which resulted in more numerous publications based on translations from English.

Finally, after collecting a considerable number of Polish translations it was the time to start searching for STs. A visit to the British Library, namely its Newspapers Branch in Colindale Avenue, London, yielded about two-thirds of the texts needed. All titles of the British press possessed by the Library were carefully searched, but unfortunately not all papers were accessible in any way – electronic, through microfilms or on paper. The rest of the STs used in the analysis were gathered via the Internet from official websites of American papers, chiefly the New York Times and the Washington Post.

All in all, a list of 50 source articles and the same number of their translations was compiled, comprising a corpus of 100 texts subject to the analysis (see Appendix A).

4.2 The methodology of research

With an analytic corpus such as ours, the research will obviously be based on a comparative study of STs and TTs. It will allow us to spot any cases of distortions through the use of translation techniques and, possibly, establish the use of manipulative strategy.

4.2.1 The research strategy

The theoretical account and the analyses to be carried out will be directed towards finding the answers to the questions mentioned among the initial hypotheses, the meaningfulness of which are going to be checked through the study.

Both theoretical assumptions and analyses of the corpus will concentrate on the ideas concerning layout, lexis, grammar and cohesion in the texts published in *Forum* in a perspective that will enable us to indicate any cases of the use of manipulative techniques and to establish the strategy of manipulation.

4.2.2 Research tools

The primary tool will be comparison. The contents of the original texts will be carefully matched with their Polish counterparts in analyses in which possibly manipulated parts will be noted and highlighted to show exactly what has been changed.

It will also be estimated to what extent the changes observed in all the analyses are deliberate – in the sense that they could be avoided, in order to make a division between manipulative and more neutral techniques.

Whenever the features of Newspeak occur, they will be classified according to the criteria pointed out by Borkowski (2003), Bralczyk (2007), and Głowiński (2009).

At the end a list of all changes made in the translation of each particular article will be provided, together with all cases of Newspeak observed, which will then be treated as bases for more systematic analyses of all the techniques and linguistic means used. They will be carried out based on the kinds of translation procedures and linguistic phenomena grouped according to the theoretical reference in Chapters 1 (translation

strategies) and 3 (Newspeak features). The findings will be presented in tables and diagrams to show the scope of manipulation and to refer to non-manipulative procedures incorporated into the translations.

4.2.3 Research problems

Finally, the interpretation of findings will be carried out according to the research problems undertaken. The hypotheses constituting the background interest in the topic are at the same time the problems to which answers should be found through reference to theoretical assumptions and practical analyses. Whether the texts of *Forum* magazine are manipulated rather than neutral, what makes them manipulated, how numerous are the manipulative techniques used, which ones are preferred over others, whether there are any consistent rules in use of the techniques observed, what they depend on – all these questions will comprise one side of the issue.

The other part will consist in analyzing the means of propaganda in the language of Polish translations. Are they frequent, easily recognizable, do they follow the common pattern used by communist authorities in the People's Republic of Poland? How much could they create opinions and influence the attitudes of readers? These will be fundamental questions raised in the analyses, which will be decisive in terms of making final conclusions about the findings.

Solid theoretical bases are needed for such analyses, within both the language of propaganda and politics and the situation of the translators in the time of their activity, translation strategies and procedures, translation constraints and psycholinguistic and even cognitive notions like intentions, models of perception etc., to be able to see the TTs in the perspective of linguistic product under the influence of translational, linguistic and political constraints that are decisive when it comes to the final message conveyed by the TTs.

5. The outline of issues

According to the goals described above, three general problems will be focused on comprising the theoretical frame of reference. They will introduce basic concepts concerning the research material and help develop the hypotheses formulated.

In Chapter 1 the linguistic and psycholinguistic model of communication will be presented. It will place translation within the norms of usual communication and show how similar are the rules it incorporates into its

methods to provide the message. Basic concepts in linguistic communication will be mentioned and the main linguistic theories concerning communication recalled (the theory of speech acts by Austin and Searle, the theory of Grice, the theory of Levinson, and Relevance Theory). The cognitive view of communication will be outlined and some discourse characteristics introduced to show that translation can be treated as a kind of dynamic exchange of message between the sender and the receiver prone to similar processes and constraints as direct communication.

Then strategies and techniques of translation will be defined and exemplified as an introduction to the analyses performed in Chapter 4. Finally, some remarks on intercultural communication through translation and its manipulative potential will be made before moving towards the description of the idea of manipulation in Chapter 2.

Manipulation first will be defined based on dictionary entries. Then linguistic and logical accounts will be given. It will be described how Relevance Theory views manipulation, how it is perceived among scholars of the Manipulation School, what exactly the idea of rewriting is, how it is connected with translational shifts, what appraisal theory states about manipulation and how to relate that notion to the concept of equivalence.

In Chapter 3, it will be shown that manipulation is not exclusively a side effect of lack of equivalence between languages in translation, but that some circumstances may form grounds for treating it as deliberate and welcome, as will be signalled already in Chapter 2. It will be argued that socio-cultural and political situations can make language a tool of rulers' power and in a great measure influence translations. Some descriptions of political discourse and media in the People's Republic of Poland, references to ideology and its influence on language will be introduced in Chapter 3, as will the idea of censorship in the Polish reality of the second half of the 20th century. Finally, the features of Newspeak in the totalitarian era in the People's Republic of Poland will be given as a point of reference in all the analyses in Chapter 4 that focus upon the three main issues mentioned before as hypotheses to be tested – 1) manipulating through the use of translation techniques, 2) manipulating the language with Newspeak, and 3) adjusting the topics to the targets of propaganda.

CHAPTER ONE

THE LINGUISTIC AND PSYCHOLINGUISTIC MODEL OF COMMUNICATION: LINGUISTIC MEANS IN INTERCULTURAL COMMUNICATION

Introduction

In this chapter the intention is to introduce all necessary theories and concepts to explain the crucial rules of communication as seen by the linguistic approaches of theoreticians. On that ground, it will be essential to seek norms and their violation, especially as a source of possible manipulative effects. Such effects will be of interest to us in general terms, but much more importantly in connection with translation techniques that have an analogous potential to distort the intended meaning of an original text.

To be able to do this, first it must be explained how communication functions fundamentally. The most widely recognized theory is Jakobson's. His linguistic model of communication will be described as the basic point of reference when it comes to both the concept and the terminology used, to which there will be references all through the chapter and the rest of the study.

Based on Jakobson's concept of communication the theories of communicating messages, through linguistic and extralinguistic means will be presented.

The crucial point in the discussion on the topic of communication for us is Austin's background theory about how sentences should be perceived (1962):

Austin's response to the logical positivists was that you can't reduce meaning to truth because many sentences both in the language of philosophy and in everyday language aren't intended to be true or false: approaching them from the perspective of truth is to misunderstand completely what they're doing. (Wharton 2012: 242)

Starting with Austin's ideas referring to the truth value of sentences, the significance of which was even earlier suggested by Jakobson (1960: 355), and proceeding to such issues as the character of speech acts (performatives) and the notions of locution, illocution and perlocution, developed by Searle, the description will move from theoretical grounds to pragmatic application of those introductory achievements in the field of communication. This pragmatic aspect will be referred to in the analyses of Grice's theory of intention-based communication, and especially in Sperber and Wilson's and cognitivists' theories, in which not only verbal means matter but ostensive elements of communication also play an important role, an observation already made by Jakobson (1960: 354 - 355) and closely related to his *emotive function of language*. What follows is an array of methods to manipulate a message addressee, both in regular communication and through translation.

When it comes to translation, it has to be analysed with comparable criteria as for communication in general. The model of communication through translation will be introduced based on Jakobson's idea originally, then references to translation in communication theories mentioned will be made, and finally, the translation privilege – message transfer from the SL to the TL based upon the ST but through the individual perspective of the translator with all pertinent interventions - will offer grounds for seeking theoretical concepts of manipulation in the theory of translation.

The concept of manipulation in translation in theoretical terms evolves from the Relevance Theory and has its roots in cognitivism, but the idea of strategies and techniques of translation offers plenty of opportunities for its occurrence and theoretical justification. It will then be essential to introduce the basic concepts of strategies and techniques in translation and explain differences between them according to different scholars. All techniques to which reference will be made in the analytical part of the study will be defined and some typical examples will be introduced to show their manipulative potential.

When it comes to communication through translation there must also be some reference to the idea of discourse as such and its relation to translation. Scholars who see translation as a type of discourse and their arguments for such a claim will be quoted.

What matters most in this chapter is to show how communication works through translation, which is a kind of discourse, and what means translators possess in order to convey the meaning of STs but also to manipulate it, especially when it might be for the aim of deception.

1. The theoretical framework of communication

The most important issue to consider while dealing with communication is to show the principles by which it is governed. The theoretical framework of communication offers better understanding of its potential with reference to both its participants and the accompanying phenomena. Quoting terms and explaining concepts can shed light on understanding the processes of encoding and decoding messages and possible factors that can influence their transfer.

1.1 Basic concepts in linguistic communication

The classical model of communication was proposed by Jakobson (1960). It incorporates a “message” itself, its “addresser” (sender) and “addressee” (receiver) in the process of communication. But the background of the process is the so-called “context” to which the communication is suited and a “code” understandable to both the addresser and the addressee, in which the former encodes the intended message and the latter tries to decode it. In linguistic communication this code must at least have a potential of being verbalized, or it is verbal customarily. The communication process existence is based on the “contact”, which is defined by Jakobson as “a physical channel and psychological connection between the addresser and the addressee, enabling both of them to enter and stay in communication” (Jakobson 1960: 353). The model of communication as seen by Jakobson, with the components of a speech act associated with communicative functions, is represented by the following diagram:

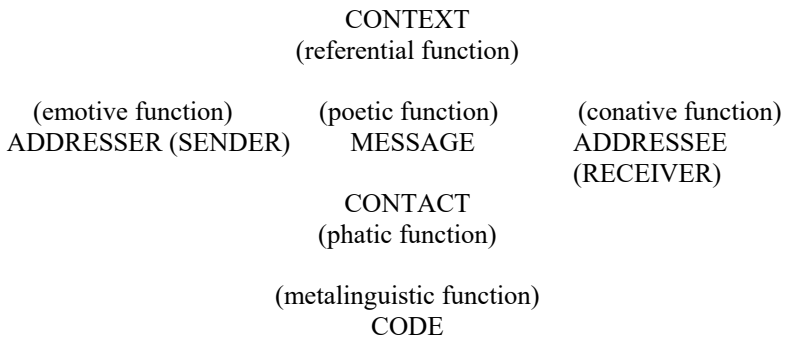


Fig. 1 Jakobson’s model of communication

Simple as it is, Jakobson's model contains all key points in the construction of any message and reaching the targets of communication. It is purpose-oriented, as to each element of the model a corresponding function in communication is ascribed. The functions embody different goals of constructing messages. The author claims, though, that:

[...] we could, however, hardly find verbal messages that would fulfill only one function. The diversity lies not in a monopoly of some one of these several functions but in a different hierarchical order of functions. The verbal structure of a message depends primarily on the predominant function. (Jakobson 1960: 353-354)

The function oriented towards the referent of the message, its context, is called "referential" (alternatively also "denotative" or "cognitive"). The "emotive" or "expressive" function is connected with the addresser, and in Jakobson's words "aims at a direct expression of the speaker's attitude toward what he is speaking about. It tends to produce an impression of a certain emotion, whether true or feigned" (Jakobson 1960: 354). The "conative" function is directed to the addressee and expressed by the use of a vocative or an imperative. The "contact" or "phatic" function concentrates on seeking attention and prolonging communication. There is also a "metalingual" function, based on checking if the same code is being used by the addresser and the addressee. The "poetic" function focuses on the message itself (Jakobson 1960: 354-356).

The model of communication and its functions proposed by Jakobson is later referred to by other scholars, including those dealing with translation. A broader version of a communication pattern is proposed by Hall in connection with television messages (1973). The elements comprising his theory are:

- sender (encoder)
- message
- receiver (decoder)
- contact (s)
- code 1
- code 2
- context (s)

Hall's model of communication could be represented by the following diagram:



Fig. 2 Hall's model of communication

According to Hall, images are first encoded (in the production process and in the placement within a cultural setting) then decoded by viewers (readers). According to Hall, there are three positions the viewers can adopt as decoders:

1) Dominant-hegemonic position (Hall 1973: 515) - they can identify with the hegemonic position and receive the dominant message of an image or text fully and in a direct manner;

2) Negotiated position (Hall 1973: 516) – which “contains a mixture of adaptive and oppositional elements”, in which viewers can negotiate an interpretation from the image and its suggested meanings;

3) Oppositional reading (Hall 1973: 517) – marked by taking an oppositional attitude, either by completely disagreeing with the ideological view encoded in an image or rejecting it (e.g. by ignoring it).

What is highlighted in Hall's theory is that according to it the meaning is not completely determined by the sender, the message is never transparent and the audience is not a passive recipient of meaning, which would mean that the more the sender wants the receiver to adopt his/her ideology the more effort must be made. That would justify propaganda.

Jakobson's model of communication was also adopted by Hymes (1974). According to this model discourse is viewed as a series of speech acts placed within a situational and cultural context. This model is useful for analyzing all kinds of discourse, including the one that is the focus of this study – developed in translations in the era of censorship in communist Poland.

Referring to communication through translation, the role speech acts and their functions play in it are compared by Blum-Kulka to “a functional view of languages”, which “assumes that the use of language is an integral part of social interaction”, to which translation undoubtedly belongs (Blum-Kulka 1981: 89). Blum-Kulka even claims that “the act of translation itself can be viewed as an attempt at the successful performance of speech acts“ (Blum-Kulka 1981: 89).

In the context of the belief quoted, Jakobson's functions should be considered as translation aims, no matter which functions are actually included in a particular translation.

Newmark lists six functions in the context of their connection with translation (1988). In Newmark's interpretation, the expressive function of language and communication is understood as the one dependent on "the mind of the speaker, the writer, the originator of the utterance", used "to express his feelings irrespective of any response" (Newmark 1988: 39). The informative function is connected with "external situation, the facts of a topic, reality outside language, including reported ideas or theories" (Newmark 1988: 40). The vocative function is dedicated to the addressee. Newmark explains: "I use the term Vocative in the sense of 'calling upon' the readership to act, think or feel, in fact to 'react' in the way intended by the text (the vocative is the case used for addressing your reader in some inflected languages)" (Newmark 1988: 41). The author mentions other names used for this function: "conative", "instrumental", "operative" and "pragmatic" (in the sense of a certain effect produced on the reader). Newmark also lists the esthetic function, analogous to Jakobson's poetic function, characterized as "language designed to please the senses, firstly through its actual or imagined sound, and secondly through its metaphors. The rhythm, balance and contrasts of sentences, clauses and words also play their part" (Newmark 1988: 42). The phatic function is characterized very much in Jakobson's terms. Newmark claims that "the phatic function of language is used for maintaining friendly contact with the addressee rather than for imparting foreign information" (Newmark 1988: 43). The author further describes the metalingual function as the one which "indicates a language's ability to explain, name, and criticise its own features" (Newmark 1988: 43). All the functions named by Newmark are thus very much related to Jakobson's and can be regarded as fundamental to language and communication, and to translation understood as a particular model of communication. That is why Newmark analyses functions regarding translation. His intention is to make translators aware of the presence of diverse features in STs and the need to adjust translation strategies ("methods" in Newmark's terminology) to their character.

All the constituents in the process of communication mentioned are referred to functions and at the same time all are indispensable to fulfilling necessary requirements of communication. The most crucial from the perspective of the topic of this research study is the presence of the code in communication and the context. The code can be invented and forced on the addressee mostly through the emotive function, like in Newspeak, which will be discussed later in Chapter 3 in connection with principles of communication observed in communist times, which constituted the context, and in the analytical part of this study.

1.2 Communication according to the theory of speech acts (Austin, Searle)

The elements of a communication process mentioned above are interpreted in the context of their possible role in John L. Austin's speech acts (1962). What Austin is most concerned about is to find proper means to define his concept of speech acts. To approach his goal, he analyses the nature of sentences and considers whether we can apply the criterion of truth value used by former philosophers of language to reach a verdict on whether an utterance is a sentence or not. The author claims that "It was for too long the assumption of philosophers that the business of a 'statement' can only be to 'describe' some state of affairs, or to 'state some fact', which it must do either truly or falsely" (Austin 1962:1).

Austin argues that true and false sentences are not the only possible meaningful constructs of language. They are referred to by him as descriptives, or constatives (Austin 1962: 3), but he still proposes considering some other examples of sentences that lack truth value. They are the so-called "performative sentences" or "performatives", and defined as possessing the following characteristics: "verbs in the first person singular present indicative active. [...] A. they do not 'describe' or 'report' or constate anything at all, are not 'true or false'; and B. the uttering of the sentence is, or is a part of, the doing of an action, which again would not normally be described as, or as 'just', saying something" (Austin 1962: 5). Such types of sentences suit Austin's explanation of what we do while performing the so-called "speech act".

Still, all potential sentences, whether constatives or performatives, have their place among the performances of speech acts. The author does not define a speech act separately, only the types of acts he enumerates. But in the description of the acts we can spot the idea of the concept, which would more or less be conveying some linguistic material, presumably meaningful, and at the same time performing some action. Austin claims that:

To say something is in the full normal sense to do something – which includes the utterance of certain noises, the utterance of certain words in a certain construction, and the utterance of them with a certain 'meaning' in the favourite philosophical sense of that word, i.e. with a certain sense and with a certain reference. (Austin 1962: 94)

Austin differentiates three types of speech acts: locutionary, illocutionary and perlocutionary. The first type is directed towards the construction of the message in the act, its sense and reference, and is then

dependent mostly on the addresser and elements of language that are at his disposal (a code), also the context through the referential function of the message. The definition of this type of speech act is best given by Austin: “The act of ‘saying something’ in this full normal sense I call, i.e. dub, the performance of a locutionary act, and the study of utterances thus far and in these respects the study of locutions, or of the full units of speech” (Austin 1962: 94). What matter in the construction of such an act are the “phonetic act”, the “phatic act” and the “rhetic act”. The first is connected with ‘uttering certain noises’, as Austin puts it, the second one with “uttering certain vocables or words”; the rhetic act, finally, consists in “using those vocables with a certain more-or-less definite sense and reference” (Austin 1962: 95).

The illocutionary act is more connected with the conventional types of messages, and it is thus oriented mostly to the message. Austin, characterizing it, refers to locutionary acts in the sense of building up a consistent definition, but he warns that we should avoid thinking that the illocutionary act is a consequence of the locutionary one (1962: 114). He writes:

To perform a locutionary act is in general, we may say, also and *eo ipso* to perform an illocutionary act, as I propose to call it. Thus in performing a locutionary act we shall also be performing such an act as:

asking or answering a question,
giving some information or an assurance or a warning,
announcing a verdict or an intention,
pronouncing sentence,
making an appointment or an appeal or a criticism,
making an identification or giving a description,
and the numerous like. (Austin 1962: 98-99)

The perlocutionary act concentrates on the addressee and contact, because it is concerned with the effects that are made on the addressee. Austin claims that “Saying something will often, or even normally, produce certain consequential effects upon the feelings, thoughts, or actions of the audience, or of the speaker, or of other persons”, and proposes calling this type of act a perlocutionary act (Austin 1962: 101). It refers to “what we bring about or achieve by saying something, such as convincing, persuading, deterring, and even, say, surprising or misleading” (Austin 1962: 109).

The theoretical idea connected with speech acts is that they should submit to some prescriptive rules – in the case of Austin, the so-called