Translation of Scientific Texts form Croatian into English

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TRANSLATION OF SCIENTIFIC TEXTS FROM CROATIAN INTO ENGLISH

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TRANSLATION OF SCIENTIFIC TEXTS FROM CROATIAN INTO ENGLISH

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Abstract

This thesis deals with the analysis of translations of three scientific texts translated from Croatian into English. The main part of the thesis deals with the translation of the texts, the strategies and procedures used, and the analysis of the three texts (source texts and translations), analyzing the practical aspects of translation norms and the similarities and differences between the English and Croatian languages. The aim of the thesis was to explore and apply appropriate techniques, strategies, and procedures to produce high-quality translations and to present and consider solutions to possible problems in source texts. Each translation is accompanied by Commentary and Analysis in which I present various translation issues and considerations relevant to the source text, followed by Workflow, in which I analyze the translation process and explain solutions to the problems encountered. The thesis is completed by Conclusion with a critical overview and the list of references.

Keywords: *translation, scientific text, problems, solutions, commentary, workflow*

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1. Introduction

In this thesis, I will translate three scientific text excerpts from Croatian into English. The first text is from the field of psychology and is entitled *Istraživanje motivacije i zadovoljstva zaposlenika u Republici Hrvatskoj*. The author states that theories of motivation facilitate understanding of human behavior, as well as the understanding of the needs that motivate individuals to behave in certain ways. It is important for a company to identify these needs and try to meet the needs and desires of a larger number of employees for a motivational system to be effective.

The second text is from the field of economics and marketing. It is an article published in a journal *Ekonomska misao i praksa* entitled *Marketing dionika: prema boljem razumijevanju društvene odgovornosti marketinga*. The author explains the contribution of the stock approach in the development and understanding of socially responsible marketing. The author suggests that the integration of the stock approach into marketing is one of the possible ways of improving marketing, by opening a new space for the further development of socially responsible marketing, through the systematic implementation of social responsibility in marketing practice.

The third text is an excerpt from a paper entitled *Učinci pandemija na mentalno zdravlje* by Vesna Antičević. The article introduces the theory of hierarchy of needs and the consequences of pandemics that threaten these basic human needs. The author focuses on the apparent negative impact of the COVID -19 pandemic on the mental health of the population. The most common mental health problems associated with the pandemic are anxiety, depression, post-traumatic stress symptoms, and psychoactive substance abuse. The stressors associated with the COVID -19 pandemic have so far led to an increase in stress and anxiety, so further increases in loneliness, depression, alcohol and drug use, and suicidality can be expected if the pandemic is prolonged.

Ivir provides guidelines instructions on how to better prepare as a translator and gain more expertise and understanding of the register and style of the source text:

A translator is best prepared for translating any text by reading several other texts ofthe same text type in the target language or by comparing previously translated texts of that text type with their originals. In this way, he can acquire not only the words used in these text types, but also broader expressive circuits, i.e., above all, the characteristic expressive style of a particular profession, which is part of the communication and otherwise remains inaccessibleto the translator (Ivir, 1978:

77).

Each translation from Croatian into English is followed by a Commentary and Analysis, and a Workflow. The art of translation is a complex and demanding process that requires accuracy and multiple revisions, while striving to produce a target text as similar as possible to the source text. The translator must change and perfect translations as often as necessary. Problems arise when a translator has to take into account the syntactic, semantic and lexical differences between the source and target languages. The aim of quality translation is to overcome all the the syntactic, semantic, lexical, and cultural differences between source language and target language

.

2. Source text 1:

Istraživanje motivacije i zadovoljstva zaposlenika u Republici Hrvatskoj

1. UVOD

Velik interes za motivaciju pokazuje sve više organizacija koje su svjesne da su ljudi ključni resurs u ostvarivanju ciljeva organizacije, a predstavljaju i konkurentsku prednost organizacije. Zapravo, velik broj istraživanja ističe da su motivirani i zadovoljni zaposlenici ključni preduvjet za postizanje željenih rezultata (Kovach, 1995; Wiley, 1997; Jambrek, Penić, 2008; Rutherford et al., 2009; Danish, Usman, 2010; Urošević, Milijić, 2012; Conţiu et al., 2012; Kukanja, 2013; Mafini, Pooe, 2013).

Iako postoje brojna istraživanja iz područja motivacije koja su rezultirala i mnogobrojnim teorijama motivacije, nema jednoznačnog odgovora na pitanje što zaposlenike motivira. Ponajprije zato jer se motivacija najčešće definira kao unutarnji osjećaj ili poticaj, što je u domeni psiholoških faktora. Takva pojava je onda neopipljiva i teško mjerljiva te podložna subjektivnoj procjeni. Nadalje, pojedinci u organizaciji su različito motivirani jer isti faktor motivacije neće ostvariti jednaki učinak ili uopće neće biti motivirani istim elementima. Ponekad je potrebno osigurati kombinaciju različitih faktora te njihovu prilagodbu promjenama potreba zaposlenika. Budući da je to složen proces koji zahtijeva fleksibilnost i kontinuirane izmjene, organizacije koje to uspiju najčešće su i uspješne u postizanju svojih ciljeva.

Pristup motiviranju zaposlenika se kroz povijest mijenjao. U okviru klasičnih teorija zaposlenici su percipirani gotovo kao materijalni resurs uključen u proizvodni proces. Uz odgovarajuću obuku te stečena znanja i vještine mogli su povećati svoju efikasnost i produktivnost i sukladno tome dobiti odgovarajuću materijalnu (novčanu) kompenzaciju (Wiley, 1997). Već je neoklasična teorija upozorila na potrebu uvažavanja društvenih potreba zaposlenika te spoznala da financijske nagrade nisu uvijek dovoljne za postizanje željenih rezultata.

Rad sadrži teorijsku i empirijsku analizu faktora koji određuju motiviranost i zadovoljstvo zaposlenika te pomažu u utvrđivanju razine motiviranosti i zadovoljstva kao i ocjenu pojedinih faktora motivacije. Strukturu rada sačinjavaju četiri cjeline. Nakon uvoda dan je pregled temeljnih pojmova i dosadašnjih istraživanja. Zatim slijedi prikaz rezultata istraživanja te zaključak koji sadrži osvrt na predstavljene rezultate.

2. TEORIJSKI PREGLED POJMOVA I LITERATURE

Daft (2008:622) motivaciju definira kao „sile izvan ili unutar pojedinca koje pobuđuju entuzijazam i upornost u poduzimanju određene aktivnosti“. Motivacija se često opisuje kao psihološki proces (Danish, Usman, 2010) te promatra kao lančana reakcija koja polazi od nezadovoljene potrebe koja stvara napetost i potiče određeno ponašanje ili djelovanje kojim će potreba biti zadovoljena, što onda vodi smanjenju napetosti (Weihrich, Koontz, 1998; Buble, 2006; Jelačić et al., 2010). Motivacija za rad, tj. motivacija povezana s radom i organizacijom je „kompleks sila koje iniciraju i zadržavaju osobu na radu u organizaciji“ (Bahtijarević-Šiber, 1999:557). Da bi se to postiglo, potrebno je znati što ljude pokreće, koji faktori imaju utjecaj na motivaciju, odnosno što su motivatori.

Upravo utvrđivanjem potreba koje zaposlenici imaju iu namjeri pronalaženja odgovarajućeg načina kako ih zadovoljiti razvile su se mnogobrojne teorije motivacije. Karakteristike opće teorije motivacije ima teorija hijerarhije potreba čiji autor Maslow (1943) navodi da pojedinca motivira zadovoljenje sljedećih potreba: fiziološke, potrebe za sigurnošću, potrebe za ljubavlju i pripadanjem, potrebe za poštovanjem i potreba za samoostvarenjem. Alderfer (1969) je kasnije sažeo Maslowljeve potrebe na tri temeljne: egzistencijalne, potrebe povezanosti i rasta. Herzberg (1974) u svojoj dvofaktorskoj teoriji motivacije navodi dvije skupine faktora: higijenske i motivatore. On smatra da se ono što čini zaposlenike zadovoljnima se odnosi na sadržaj posla (postignuće, priznanje, zanimljiv posao, povećana odgovornost, rast i napredovanje). I to su motivatori. S druge strane, faktori koji se odnose na kontekst posla (politika poduzeća i administrativni procesi, nadzor, međuljudski odnosi, radni uvjeti, plaća, status i sigurnost) samo sprečavaju nezadovoljstvo, ali ne potiču na veći angažman zaposlenika. Nazivaju se higijenski faktori. Premda, neka su istraživanja pokazala da se financijska nagrada, priznanje i odgovornost mogu ponašati i kao motivatori i kao higijenski faktori (Maidani, 1991). Motivacijsko-higijenska teorija polazi od intrinzičnih i ekstrinzičnih aspekata posla (Maidani, 1991; Robbins, Judge, 2009). Prema McClellandovoj teoriji pojedinci su motivirani potrebom za postignućem, moći i povezivanjem, a snaga pojedine potrebe će se mijenjati ovisno o situaciji (Wiley, 1997). Navedene teorije pripadaju skupini sadržajnih teorija jer se bave utvrđivanjem potreba. Procesne teorije motivacije se bave procesom motiviranja, odnosno time kako se čovjek motivira i kako donosi odluku u nekoj situaciji (Petz, 1987:111). Toj skupini pripada teorija kognitivne evaluacije koja tvrdi da kad organizacija koristi ekstrinzične nagrade kao kompenzaciju za visoke rezultate, opada utjecaj intrinzičnih nagrada koje proizlaze iz toga što pojedinac radi ono što voli (Robbins, Judge, 2009). Teorija pravednosti se temelji na pravednosti u nagrađivanju zaposlenika s obzirom na input i output (Kukanja, 2013), odnosno pojedinac očekuje primiti jednaku nagradu kao i njegov kolega za jednak posao u odnosu na uloženi trud (Wildes, 2008). Teorija očekivanja Victora Vrooma je trenutno jedno od najšire prihvaćenih objašnjenja motivacije (Robbins, Judge, 2009). Polazi od toga da će „snaga tendencije da osoba djeluje na određeni način ovisiti o snazi očekivanja da će ta akcija dovesti do određenog rezultata i o privlačnosti rezultata za tu osobu" (Robbins, Judge, 2009:208).

Kako se motivacija i zadovoljstvo često vežu zajedno, pa čak i poistovjećuju, potrebno je razdvojiti pojmove. Motivacija se odnosi na žudnju i napor za zadovoljenjem želja ili ciljeva, a zadovoljstvo se odnosi na ispunjenje koje osjećamo zbog zadovoljenja želje. Motivacija implicira žudnju za rezultatom, dok je zadovoljstvo posljedica tog rezultata (Weihrich, Koontz 1998). Takvim razdvajanjem pojmova lakše je razumjeti da je moguće imati motivirane zaposlenike, a da pritom nisu zadovoljni poslomkojiobavljaju ili obrnuto, tedrugemogućekombinacije odnosazadovoljstva i motivacije (Buble, 2006). Zadovoljstvo na radu je moguće utvrditi i mjeriti istim onim tehnikama kojima se mjeri i motivacija za rad. Takvo ispitivanje je vrlo značajno s aspekta menadžmenta, a važno je da menadžment to i prepozna. Naime, dosadašnja istraživanja pokazala su povezanost između zadovoljstva poslom i apsentizma te fluktuacije, stoga su organizacije usmjerene na pronalaženje načina kako motivirati zaposlenike, učiniti ih zadovoljnim da bi smanjile apsentizam i fluktuaciju (Lawler, Porter, 1967).

Istraživanja se uglavnom slažu da različiti motivi pokreću različite potrebe, pa se samim time i zadovoljstvo zaposlenika razlikuje i ovisi o nizu faktora na koje organizacije reagiraju oblikujući različite strategije, materijalne i nematerijalne (Vukajlović, Stamatović, Urošević, 2012). Judge et al. (2010) smatraju da je visina plaće tek marginalno povezana sa zadovoljstvom. To ne znači da plaća nije motivirajuća iako se istraživači razlikuju u poimanju motivirajućih efekata novčanih stimulacija. Poslodavci moraju biti svjesni da vodstvo samo u financijskom obliku nagrađivanja neće rezultirati zadovoljstvom zaposlenika. Rutherford et al. (2009) su pak u svojem istraživanju utvrdili da su ključni elementi za postizanje zadovoljstva sljedeći: zadovoljstvo nadređenim, opis posla, politika poduzeća, mogućnost napredovanja, materijalni uvjeti, međuljudski odnosi te zadovoljstvo klijentima.

Recentna istraživanja provedena u Hrvatskoj, Sloveniji i Grčkoj, posebice u vrijeme nepovoljne gospodarske situacije, generirala su slične zaključke. Tako su Jelačić et al. (2010) proveli istraživanje u drvnoj industriji i industriji namještaja u Hrvatskoj utvrdivši da su ispitanici pretežito zadovoljni sigurnošću zaposlenja. U najvećoj mjeri su nezadovoljni plaćom i mogućnošću njezina rasta. Prema Romeru i Kleineru (2000) mnoge su studije utvrdile da u oskudnoj financijskoj situaciji priznanje i stabilnost posla postaju učinkovit poticaj za ostvarenje boljeg učinka zaposlenika. No, u istraživanju motivatora u poduzećima za preradu drva prije ekonomske krize (2004.) i nakon što je zahvatila Slovačku (2012.) Hitka, Hajduková i Balážová (2014) su zaključili da su ispitanici zadržali istu razinu motivacije kao i rang važnosti motivacijskih faktora. Naime, u oba istraživanja ispitanici najvažnijim motivatorima smatraju osnovnu plaću i sigurnost radnog mjesta. Slično je utvrdio Kukanja (2013) nakon provedenog istraživanja u industriji hrane u općini Piran (Slovenija), navodeći da je novac najvažniji motivacijski faktor, nakon čega slijede fleksibilno radno vrijeme i socijalna sigurnost. Nasuprot tome istraživanje koje je proveo Panagiotakopoulos (2013) kroz 65 strukturiranih intervjua u 20 malih poduzeća u Grčkoj rezultiralo je saznanjem da je „učenje" najvažniji, a ujedno i snažniji motivator od financijskih nagrada. Nadalje, značajnu važnost ispitanici pridaju oblikovanju posla i kvaliteti nadzora. Premda primaju niske financijske kompenzacije, većina ispitanika ističe da nemaju odlučujuću ulogu u želji da napornije rade, dok učenje i razvoj vještina smatraju izuzetno važnima jer povećavaju njihovu zapošljivost u razdoblju financijske krize. Pored toga, ističu da zanimljiv posao s aspekta različitosti potrebnih vještina povećava motivaciju jer vodi zadovoljenju potrebe za samoostvarenjem.

Motiviranje ljudi ključni je dio posla menadžera. Kako bi se moglo utjecati na motivaciju zaposlenih, potrebno je permanentno analiziranje i praćenje potreba, aspiracija i preferencija ljudi, zapravo onog što je za njih važno. Drugim riječima motivacija je ovisna o tome koliko se razumije zaposlenike, njihove potrebe i želje. Dakle, potrebno je prikupljati saznanja o tome kakve nagrade zaposlenici žele za uspješan rad i radni doprinos.

3. ZAKLJUČAK

Što ljude motivira i na koji način ih se motivira na rad opisano je u mnogobrojnim teorijama motivacije. Teorije motivacije olakšavaju razumijevanje ljudskog ponašanja, ali i potreba koje pojedince potiču na određeno ponašanje. Ljudske potrebe su raznolike i razlikuju se ne samo od čovjeka do čovjeka nego i kod samog pojedinca su promjenjive prirode. Za organizaciju je važno saznati koje su to potrebe, te pokušati zadovoljiti potrebe i želje većeg broja zaposlenika kako bi takav sustav motivacije bio primjeren i djelotvoran. Sveobuhvatan sustav motivacije trebao bi uključivati veći broj materijalnih i nematerijalnih oblika nagrađivanja, čime se postiže viša razina motivacije zaposlenika. Uz pretpostavku da je taj motivacijski sustav i pravedan.

Razina motivacije ispitanika prema ocjeni većine faktora motivacije pokazala se osrednjom, osim pri vrednovanju „sigurnosti posla", gdje je i najviša. Takva ocjena je i očekivana s obzirom na nepovoljnu ekonomsku situaciju i sve višu razinu nezaposlenosti. Naime, prema Judge et al. (2010) za većinu mogućnost izbora „raditi ili ne" često i nije izbor jer novac omogućuje hranu i sigurnost. Najmanje motivirajući faktor kod ispitanika pokazao se faktor „priznanje i napredovanje". Budući da je razina sveukupne motiviranosti također osrednja, podudara se sa srednjom razinom motiviranosti pojedinih faktora. Ono što je ispitanicima najvažnije, a zbog čega bi povećali intenzitet rada i zalaganja na poslu, jest „priznanje i napredovanje". To se bitno razlikuje od onog što ih trenutno najviše motivira na rad u organizaciji u kojoj su zaposleni. Navedeno se može tumačiti u kontekstu dvofaktorske teorije motivacije prema kojoj sigurnost posla pripada skupini higijenskih faktora koji tek sprečavaju nezadovoljstvo, dok priznanje i napredovanje pripadaju skupini motivatora i rezultiraju (visokim) zadovoljstvom. Prema tome, odgovori zaposlenika ukazuju na relativno nisku razinu motivacije u organizacijama u kojima su zaposleni jer su pitanja formulirana tako da ispitanici ocjenjuju u kojoj mjeri ih navedeni faktori motiviraju u trenutnoj organizaciji. Budući da je to sigurnost posla, opravdano je zaključiti da su sami motivatori izostali te ispitanici nisu nezadovoljni, ali nisu ni osobito motivirani. Ta se oprečnost u odgovorima može objasniti time da je to ono što ispitanici žele, ali nije moguće i ostvariti u organizaciji u kojoj su zaposleni. To je razmjerno vidljivo iz odgovora na otvoreno pitanje o prijedlozima promjena u sustavu motiviranja zaposlenika u organizaciji u kojoj su ispitanici zaposleni. Ispitanici su često isticali potrebu za pohvalom i priznanjem, iako ne i za napredovanjem. Uputno je da organizacije prate što njihovi zaposlenici trebaju i žele, pa prema tome i prilagođavaju sustav kako bi ostvarili željene učinke kroz visoko motivirane zaposlenike.

Razina zadovoljstva ispitanika prema pojedinim elementima posla pokazala se najvišom pri ocjeni „redovitosti isplate plaće“ i „stalnosti zaposlenja“, a najniža pri ocjeni „visine plaće“ i „mogućnosti za napredovanje“. Dakle, moguće je uočiti da zaposlenici plaću primaju redovito, no ona nije adekvatna. Razina općeg zadovoljstva na radu je također osrednja, što je u skladu s razinom zadovoljstva pojedinim elementima.

Nadalje, istraživanje pokazuje nisku zainteresiranost organizacije za razinu zadovoljstva zaposlenika. Usprkos tome, potrebno je istaknuti da je preko 50 % ispitanika ipak izrazilo srednju ili veću zainteresiranost nadređenih za (ne)zadovoljstvo zaposlenika. No, formalno provođenje ispitivanja o motivaciji i zadovoljstvu u organizaciji navodi tek 12,73 % ispitanika. Time se zaposlenicima šalje poruka da organizaciji nije važno što oni trebaju i žele, što oblikuje percepciju organizacije koja ne vodi brigu o svojim zaposlenicima, a time niti o primjerenosti sustava motivacije u organizaciji. Pritom, gotovo 31 % ispitanika očekuje da nadređeni sam prepozna koju vrstu nagrade zaposlenik želi za uspješno obavljeni posao. Jednostavnije bi bilo izgraditi sveobuhvatan i djelotvoran sustav, a time i primjereniji potrebama i željama zaposlenika kada bi se češće zaposlenike pitalo za mišljenje, a ne odlučivalo umjesto njih, a posebice kada bi oni bili spremniji artikulirati svoje želje i potrebe.

Smatraju li ispitanici da je sustav motivacije primjeren u organizaciji u kojoj su zaposleni vidljivo je kroz njihove raznolike i mnogobrojne odgovore o prijedlozima promjena u postojećem motivacijskom sustavu. Ispitanici naglasak stavljaju na oblikovanje objektivnog i pravednog sustava ocjenjivanja i nagrađivanja zaposlenika te davanje povratne informacije, specifičnije, pohvale koja za razliku od kritike najčešće izostaje.

Rezultate i donesene zaključke treba promatrati u kontekstu ograničenja ovog istraživanja. Naime, osim malog broja ispitanika (165) nedostatak jest koncentriranost lokacije ispitanika jer je većina zaposlena u Rijeci. Ujedno, prema kriteriju broja zaposlenika preko 48 % ispitanika zaposleno je u velikim poduzećima. Nadalje, ispitanici su vrednovali motivacijske faktore i zadovoljstvo u postojećoj organizaciji što otežava spoznaju koji faktori onda njih zaista motiviraju (a nisu prisutni u analiziranoj organizaciji) uz potrebu razlikovanja higijenskih faktora od motivatora. Djelomično je taj odgovor obuhvaćen pitanjima o faktorima za povećanje intenziteta zalaganja koja slijede, kao i prijedlozima promjene motivacijskog sustava.

Pored potrebe za heterogenijim uzorkom ili detaljnijim istraživanjem određene skupine ispitanika daljnja istraživanja mogu se usmjeriti na istraživanje različitosti u razini motiviranosti i zadovoljstva prema spolu, dobi, razini obrazovanja, položaju unutra organizacije, veličini organizacije i pripadnosti određenoj skupini zanimanja. Dublje istraživanje moglo bi se pozabaviti procesnim aspektom motivacije. Proširivanjem istraživanja moguće je istražiti povezanost između različitih faktora motivacije i radnog učinka te uspješnosti organizacije.

2.1. Translation of source text 1

A Study on Motivation and Satisfaction of Employees in the Republic of Croatia

1. INTRODUCTION

An increasing number of companies are showing great interest in motivation and recognize the importance of employees in achieving company goals and representing competitive advantage for the company. In fact, numerous studies show that motivated and satisfied employees are an essential prerequisite for achieving desired results (Kovach, 1995; Wiley, 1997; Jambrek, Penić, 2008; Rutherford et al, 2009; Danish, Usman, 2010; Urošević, Milijić, 2012; Conţiu et al, 2012; Kukanja, 2013; Mafini, Pooe, 2013).

Although much research has been done in the field of motivation and numerous theories of motivation have been proposed, there is no clear answer to the question of what motivates employees. This is mainly because motivation is usually defined as an inner feeling or incentive that falls within the realm of psychological factors. Such a phenomenon is therefore intangible, difficult to measure, and subject to subjective evaluation. Moreover, people in a company are motivated differently because the same motivational factor does not have the same effect orare not motivated by the same elements at all. Sometimes it is necessary to ensure a combinationof different factors and their adaptation to the changing needs of employees. Since this is a complex process that requires flexibility and constant change, companies that succeed in doing this are usually successful in achieving their goals.

The approach to employee motivation has changed throughout history. In classical theories, employees are viewed almost as a material resource involved in the production process. With proper training and acquired knowledge and skills, they were able to increase their efficiency and productivity and accordingly received appropriate material (monetary) compensation (Wiley, 1997). Neoclassical theory already warned about the need to consider the social needs of workers, recognizing that financial rewards are not always sufficient to achieve the desired results.

The paper provides a theoretical and empirical analysis of the factors that determine employee motivation and satisfaction, and helps determine the level of motivation and satisfaction, as well as to evaluate each motivational factor. The structure of the paper consists of four parts. After the introduction, an overview of the basic concepts and previous research is provided. This is followed by a presentation of the research findings and a conclusion that provides an overview of the results presented.

2. THEORETICAL OVERVIEW OF CONCEPTS AND BIBLIOGRAPHY

Daft defines motivation as "forces outside or within an individual that arouse enthusiasm and persistence for a particular action" (2008: 622). Motivation is often described as a psychological process (Danish, Usman, 2010) and considered a chain reaction that starts from an unsatisfied need that creates tension and stimulates certain behaviors or actions that satisfy the existential need, which in turn leads to the reduction of tension (Weihrich, Koontz, 1998); Buble, 2006; Jelačić et al., 2010). Work motivation, i.e. motivation related to work and company, is "a complex of forces that stimulate and keep a person at work in a company" (Bahtijarević-Šiber, 1999: 557). To achieve this, it is necessary to know what drives people, what factors influence motivation, and to understand what motivators are.

Many theories of motivation have been developed to determine the needs of employees and the right way to fulfill them. The general theory of motivation is characterized by the Maslow's hierarchy of needs theory (1943). According to this theory the individual is motivatedto satisfy the following needs: physiological needs, safety needs, needs for love and belonging, respect needs, and self-actualization needs. Alderfer (1969) later summarized Maslow's needs into three groups of core needs: Existence (E), Relatedness (R), and Growth (G). Herzberg (1974), in his two-factor theory of motivation, identifies two groups of factors: Hygiene factorsand Motivators. He believes that worker satisfaction is related to job content (achievement, recognition, interesting work, greater responsibility, growth, and advancement). These are the motivators. On the other hand, factors related to the work environment (company policies and administrative procedures, supervision, interpersonal relationships, working conditions, salary, status, and safety) only prevent dissatisfaction but do not promote employee commitment. Theyare referred to as hygienic factors. However, some research has shown that financial rewards, recognition, and responsibility can act as both motivators and hygiene factors (Maidani, 1991). Motivation hygiene theory assumes intrinsic and extrinsic aspects of work (Maidani, 1991; Robbins, Judge, 2009). According to McClelland's theory people are motivated by the need for achievement, power, and commitment, and the strength of each need varies depending on the situation (Wiley, 1997). These theories belong to the group of content theories because they deal with the identification of needs. Process theories of motivation are concerned with the process of motivation, i.e., how a person is motivated and how he or she decides in a situation (Petz, 1987: 111). This group includes cognitive appraisal theory, which states that if a company uses extrinsic rewards to compensate for high performance, the effect of intrinsic rewards that result from a person doing what they love will decrease (Robbins, Judge, 2009). The theory of fairness is based on fairness in rewarding employees in terms of input and output (Kukanja, 2013), i.e., a person expects to receive the same reward as his colleague for equal work in relation to effort (Wildes, 2008). Victor Vroom's expectancy theory is currently one of the most widely accepted explanations of motivation (Robbins, Judge, 2009). It states that "the strength of a individual's tendency to act in a particular way depends on the strength of the expectation that the action will lead to a particular outcome and on the attractiveness of the outcome to that person" (Robbins, Judge, 2009: 208).

Since motivation and satisfaction are often associated and even identified, it is necessary to separate these two terms. Motivation refers to the desire and effort to fulfill desires or goals, and satisfaction refers to the fulfillment we feel because of the satisfaction of a desire. Motivation implies a desire for a particular outcome, whereas satisfaction is a consequence of that outcome (Weihrich, Koontz 1998). Separating the concepts in this way makes it easier to understand that it is possible to have motivated employees without them being satisfied with their job, or vice versa, as well as other possible combinations of the relationship between satisfaction and motivation (Buble, 2006). Job satisfaction can be determined and measured using the same techniques that are used to measure job motivation. Such a study is very important from a management perspective, and it is important that management recognize it. In fact, previous research has shown that there is a relationship between job satisfaction and absenteeism and fluctuations, so companies are focusing on finding ways to motivate employees, keep them satisfied, and thus reduce absenteeism and fluctuations (Lawler, Porter, 1967).

Researchers generally agree that different motives drive different needs and therefore employee satisfaction varies and depends on a number of factors to which companies respond by developing different tangible and intangible strategies (Vukajlović, Stamatović, Urošević, 2012). Judge et al. (2010) believe that the amount of salary is only slightly related to satisfaction. This does not mean that compensation is not motivating, although researchers differ in their assessment of the motivational effect of monetary incentives. Employers need to be aware that leadership in the form of monetary rewards alone does not lead to employee satisfaction. In their study, Rutherford et al. (2009) concluded that the following elements are critical to satisfaction: Satisfaction with supervisors, job description, company policies, opportunities for advancement, material conditions, interpersonal relationships, and customer satisfaction.

Recent research in Croatia, Slovenia, and Greece, particularly in times of poor economic conditions, has yielded similar results. For example, Jelačić et al. (2010) conducted a survey in the wood and furniture industry in Croatia and found that respondents are satisfied primarily with job security. They are dissatisfied mainly with the salary and the possibility to increase it. According to Romer and Kleiner (2000), many studies have found that in a poor financial situation, job recognition and stability are effective incentives for better employee performance. However, in a study of motivators in woodworking companies before the economic crisis (2004) and after the crisis in Slovakia (2012), Hitka, Hajduková, and Balážová (2014) concluded that respondents maintained the same level of motivation as the rank of motivational factors. In both surveys, respondents considered base salary and job security as the most important motivators. Kukanja (2013) found a similar situation after a survey in the food industry in the municipality of Piran (Slovenia), stating that money was the most important motivator, followed by flexible working hours and social security. In contrast, a study conducted by Panagiotakopoulos (2013) with 65 structured interviews in 20 small companies in Greece found that "learning" was the most important motivator and also a stronger motivator than financial rewards. In addition, respondents attached great importance to job design and quality of supervision. Although they receive little, most respondents indicate that financial compensation does not play a decisive role in their desire to work harder. On the other hand, learning and skills development are seen as extremely important, as they increase their employability in times of financial crisis. They also point out that an interesting job in terms of the variety of skills required increases motivation as it satisfies the need for self-actualization.

Motivating people is an important part of a manager's job. In order to influence the motivation of employees, it is necessary to constantly analyze and observe people's needs, desires and preferences, i.e., to know what is important for them. In other words, motivation depends on the extent to which employees are understood and know their needs and desires. It is therefore necessary to gain knowledge about what kind of rewards employees need for successful work and better performance.

3. CONCLUSION

Numerous theories of motivation described what motivates people and how they are motivated to work. Theories of motivation facilitate understanding of human behavior, as well as the needs that motivate individuals to behave in certain ways. Human needs are diverse and not only differ from person to person but are also changeable within the individual. It is important for the company to find out what these needs are and try to meet the needs and desires of a larger number of employees for such a motivational system to be appropriate and effective. A comprehensive motivation system should include a greater number of tangible and intangible forms of rewards to achieve a higher level of employee motivation. Provided that the motivation system is also fair.

According to the evaluation of most motivational factors, the respondents' motivation level turns out to be average, except for the evaluation of "job security", where it is the highest. Such an evaluation is to be expected given the unfavorable economic situation and rising unemployment. According to Judge et al. (2010), the decision to "work or not to work" is not a choice for most because money provides sustenance and security. The least motivating factor among respondents was "recognition and promotion." Since the level of overall motivation is also mediocre, it coincides with the average level of motivation for each factor. The most important factor for respondents as to why they would increase work intensity and engagement at work is "recognition and promotion". This differs significantly from what currently motivates them most to work in the company in which they are employed. This can be interpreted in the context of a two-factor theory of motivation, according to which job security belongs to a group of hygiene factors that only prevent dissatisfaction, while recognition and promotion belong to the group of motivators and lead to (high) satisfaction. Therefore, workers' responses indicate a relatively low level of motivation in the company where they are employed, since the questions are formulated to ask respondents to assess the extent to which these factors motivate them in their current work environment Given that the issue is job security, it is reasonable to conclude that the motivators themselves were not present and that respondents were not dissatisfied but not particularly motivated either. This discrepancy in the answers can be explained by the fact that the respondents want this, but it is not possible to achieve it in the company where they are employed. This is relatively evident in the response to the open-ended question about suggestions for changes in the system of employee motivation in the company where the respondents are employed. Respondents frequently emphasized the need for praise and recognition, even if it is not for promotion. It is advisable that companies observe what their employees need and want, and therefore adjust the system to achieve the desired effects through highly motivated employees.

Respondents' level of satisfaction with specific elements of the job was highest in the evaluation of "regularity of salary" and "permanence of employment" and lowest in the evaluation of "salary" and "opportunities for advancement." This suggests that employees receive a regular salary, but not an adequate one. The level of overall job satisfaction is also mediocre, which is consistent with the level of satisfaction with individual elements.

Moreover, the research shows the low interest of the company in the level of employee satisfaction. Nevertheless, it should be noted that more than 50% of respondents stillexpressed a medium or higher level of interest of supervisors in employee (dis)satisfaction. However, only 12.73% of respondents indicated that they formally survey motivation and satisfaction within the company. This communicates a message to employees that the company does not care about their needs and desires, which gives the impression that the company does not care for its employees, thus affecting the adequacy of the motivation system in the company. Simultaneously, almost 31% of respondents expect their supervisors to recognize what kind of rewards the employee wants for a job well done. It would be easier to build a comprehensive and effective system, and thus better meet the needs and desires of employees, if employees were asked for their opinions more often rather than deciding for them, especially if they were willing to articulate their wants and needs.

Whether respondents believe that the motivational system is adequate in the company in which they are employed is evident from their varied and numerous responses to proposed changes in the existing motivational system. Respondents emphasize the creation of an objective and fair system for evaluating and rewarding employees and giving feedback, more specifically praise, which is most often lacking as opposed to criticism.

The results and conclusions should be viewed in the context of the limitations of this study. Apart from the small number of respondents (165), the drawback is that most of the respondents are employed in Rijeka. At the same time, according to the criterion of the number of employees, more than 48% of respondents are employed by large companies. In addition, respondents evaluated motivational factors and satisfaction in their company, which makes it difficult to understand which factors really motivate them (and are not present in the studied company), distinguishing between hygienic factors and motivators. This answer is partially covered by questions about the factors that increase the intensity of commitment and suggestions to change the motivational system.

Aside from the need for a more heterogeneous sample or a more detailed study of a particular group of respondents, further research could focus on exploring differences in motivation and satisfaction by gender, age, education level, position within the company, the size of the company, and occupation. More in-depth research could address the process aspect of motivation. By expanding the research, it is possible to examine the relationship between various factors of motivation and job performance and success of the company.

2.2. Commentary and Analysis

TEXT I: A Study on Motivation and Satisfaction of Employees in the Republic of Croatia

1. Genre: An excerpt from an article, interdisciplinary field that combines management and psychology.

2. Source: The article was written by Alma Brnad, Anita Stilin, and Ljerka Tomljenović. It was published in 2016 in the journal Zbornik Veleučilišta u Rijeci.

3. Audience: The text is intended to be read by other specialists in the field of psychology.

4. Purpose of writing: The objective of this research paper is to determine the level of motivation and satisfaction of employees and thus determine whether changes are needed in the motivational system in companies. The purpose of the text is to inform the readers on the different theories of motivation that can help to identify the needs of employees and increase motivation and satisfaction in the workplace.

5. Authenticity: The text is an original scientific article, published in a scientific journal.

6. Style: The style of the text is formal and informative.

7. Level of formality: Formal

8. Layout: The translated excerpt was taken from the beginning of the paper, starting with the Introduction, including the following section Theoretical Overview of Terms and Literature and the Conclusion. The first section consists of four paragraphs, while the second section consists of six paragraphs and the Conclusion also consists of six paragraphs. The headings are written in bold.

9. Content: The text begins with a general idea that satisfaction of employees is an important parameter for evaluating the adequacy of motivational systems in a company. The aim of the paper is to determine the level of motivation and satisfaction of employees and whether changes in the motivation system are needed in the company. The second section provides an overview of the basic concepts and previous research. In the conclusion, a final assessment of the results is presented. The survey was conducted in 2015 on a sample of 165 respondents using an online questionnaire. Whether respondents believe that the motivational system is adequate in the company in which they are employed was evident from their varied and numerous responses to proposed changes in the existing motivational system. Most of the respondents named "job security" as the factor with the highest level of motivation and "regularity of salary payment" as the element with which they are most satisfied in the company where they are employed.

10. Sentence Patterns: Most of the sentences in this text are of medium length.

11. Terminology of the subject: The text uses some technical terms, mainly from the fields of management and psychology.

2.3. Workflow

To translate this text successfully, a translator must be familiar with the economic terms. This means that he/she must know the definitions of the Croatian terms and their equivalents in English. Otherwise, there is a risk of incorrect translation. One of the examples of this problemis the difference between the terms *shareholder* and *stakeholder*. These terms cannot be used interchangeably. A shareholder owns a part of a company in the form of stock, while a stakeholder has an interest in the performance of a company for reasons other than the performance of stock (Banton, 2020).

In translating the text, I often used the passive voice to make the sentences sound more natural in English. For example, I translated the sentence *Dionička teorija, čije je temelje postavio Freeman (1984.), imala je snažan utjecaj na razvoj pristupa vezanih uz teoriju i praksu etike i društvene odgovornosti poslovanja* as *Shareholder theory, founded by Freeman (1984), has had a strong influence on the development of approaches related to the theory and practice of business ethics and social responsibility.* I used inversion to simplify the sentence and make it sound more fluent in English. For the same reason, I used passive voice in the following sentence *Dionička se teorija, također, odrazila i na razvoj suvremenog koncepta korporacijske društvene odgovornosti poslovanja, kao i na širu raspravu o odnosu između poslovanja i društva* as *Shareholder theory has also been reflected in the development of the modern concept of corporate social responsibility, as well as in the broader discussion of the relationship between business and society.*

Translated literally, the sentence would sound a bit odd in English, thus I had to use inversion. *Doseg marketinga se, u spomenutoj perspektivi, proteže s potrošača i klijenata na društvo i okoliš, a u novije vrijeme i na pitanja održivosti. / In the aforementioned perspective, the scope of marketing extends from consumers and customers to society and the environment and, more recently, to sustainability issues.*

Academic style encourages short and simple sentences and in this article I did not have an example of long sentences that should be shortened to fit the structure of an English sentence, as is usually the case when translating from Croatian into English. Academic texts do not need to be complicated, but they do need to have a certain degree of formality. This text is a great example of academic writing style. I had to make few if any changes, except where necessary to achieve the same level of formality in English.

3. Source text 2:

Marketing dionika: prema boljem razumijevanju društvene odgovornosti marketinga

1. UVOD

Ključne ideje i koncepti društvene odgovornosti poslovanja nisu nastali primarno kao rezultat razvoja društvenih znanosti niti su izvedenica neke od teorijskih tradicija ili škola, već su nastale kao posljedica realnih povijesnih, društvenih i ekoloških problema s kojima se suočava suvremeno društvo (Letica, 2010.). U većine je autora prisutno stajalište kako se o ideji društvene odgovornosti poslovanja počelo sustavno raspravljati 1950-ih godina, odnosno nakon objave knjige Howarda R. Bowena (1953.) Social responsibilities of the businessman. Društvenu odgovornost poslovanja Bowen definira kao obvezu poslovnih ljudi da razvijaju politike, donose odluke i poduzimaju aktivnosti koje su poželjne sa stajališta ciljeva i vrijednosti društva.

U teoriji, kao i u poslovnoj praksi, postoje dva osnovna suprotstavljena pristupa o odgovornostima poslovanja. Prvi pristup promiče ideju etičkog minimalizma Miltona Friedmana (1962.) sadržanog u stajalištu kako je jedina odgovornost poslovanja stvaranje profita dioničarima koliko je god moguće bez kršenja svakodnevnih moralnih ispravnosti. Drugo stajalište o odgovornosti poslovanja sadržano je u pristupu etičkog realizma Roberta Edwarda Freemana (1984.), koji zastupa tezu kako je odgovornost poslovanja odgovornost za sve dionike. Dionik, kao svaka osoba, skupina ili organizacija koja ima interes od poslovanja ili je pod utjecajem istog, nameće se kao jedan od ključnih pojmova suvremenog koncepta društvene odgovornosti poslovanja. Dionička teorija, čije je temelje postavio Freeman (1984.), imala je snažan utjecaj na razvoj pristupa vezanih uz teoriju i praksu etike i društvene odgovornosti poslovanja (Letica, 2010.). Suština dioničke teorije jest u proširenju perspektive o odgovornostima poslovanja s dioničara na ostale skupine dionika. Dionička se teorija, također, odrazila i na razvoj suvremenog koncepta korporacijske društvene odgovornosti poslovanja, kao i na širu raspravu o odnosu između poslovanja i društva.

Sheth i Sisodia (2005., str. 162) smatraju kako je svrha postojanja marketinga primarno plemenita jer marketing ima moć izravnog usklađivanja interesa između poduzeća i potrošača, kao i između poslovanja i društva u cjelini: „Moć koju ima tržišna sila zajedno s marketingom u oblikovanju svih aspekata i pravila društvenog ponašanja, stavova i kulture, ne bi trebala biti podcijenjena“. Činjenica da se marketingom danas bave subjekti i izvan profitne djelatnosti, kao i činjenica da različiti oblici konzumerizma i environmentalizma značajno utječu na globalno okružje marketinga, govore u prilog promijenjenoj suštini marketinga i njegovom višestrukom utjecaju na društvo. Doprinos marketinga društvu može biti pozitivan i poticajan, ali sudeći prema suvremenim kritikama uloge marketinga, taj utjecaj može biti i negativan – kako iz aspekta potrošača, tako i iz aspekta promoviranja vrijednosti potrošačkog društva u smjeru prekomjerne i neodgovorne potrošnje (Čutura, 2016.).

Philip Kotler je već u svojim najranijim radovima odredio marketing kao društveni proces (1967.) istaknuvši kako je marketing aktivnost koja u značajnoj mjeri prožima društvo i služi zadovoljenju potreba potrošača i društva u cjelini. U tom kontekstu, Kotlerov se doprinos može razmatrati u dva pravca: u proširenju domene marketinga na neposlovno područje i u nastojanju da marketing značajnije poprimi društvenu orijentaciju (Crane i Desmond, 2002.).

U posljednja se dva desetljeća u marketinšku teoriju postupno integrira dionički pristup, a marketing odnosa nadograđuje odnosima s dionicima. Iz spomenute perspektive marketing može biti sagledan kao mreža odnosa kroz koju se transferiraju vrijednosti za sve dionike i društvo u cjelini (Vargo i Lusch, 2004.). Dionički pristup zahtijeva značajnije pomicanje fokusa marketinga s usmjerenosti na tržište prema perspektivi usmjerenoj na društvo. Zbog toga, dionički pristup u marketingu predstavlja okvir za integriranje društvene odgovornosti u marketinšku teoriju i praksu (Murphy, Öberseder i Laczniak, 2013.).

Svrha ovoga rada je analizirati određene razvojne oblike usmjerenosti marketinga na društvo u teoriji marketinga s posebnim osvrtom na dionički pristup i njegov doprinos razvoju društvene odgovornosti marketinga. U opisu određenih razvojnih oblika usmjerenosti marketinga na društvo u radu se pokazuje doprinos Kotlera i suradnika u proširenju područja marketinga kroz razvoj društvenog marketinga i marketinga usmjerenog na društvo. Analizom dioničkog pristupa marketingu u radu se upozorava na značaj usmjerenosti marketinga na dionike u razumijevanju i razvoju društvene odgovornosti marketinga.

2. USMJERENOST MARKETINGA NA DRUŠTVO I RAZVOJ DRUŠTVENO ODGOVORNOG MARKETINGA

Prvi korak u razumijevanju odnosa između marketinga i društva svakako bi trebao biti jasno određenje marketinškog područja djelovanja. Precizno definiranje područja marketinga polazi od jasne definicije marketinga koja služi promicanju shvaćanja prirode, uloge i opravdanosti marketinga u očima onih koji provode marketinške aktivnosti, kao i u očima članova društva u cjelini (Zinkhan i Williams, 2007.). Tijekom 2004. godine Američko udruženje za marketing (AMA) usvaja novu definiciju marketinga. Definicija glasi (AMA, 2004.): „marketing je organizacijska funkcija i niz procesa za stvaranje, komuniciranje i isporuku vrijednosti klijentima te za uspostavljanje odnosa s klijentima na način koji koristi organizaciji i njezinim dionicima“. Brojne reakcije akademske zajednice, ali i marketinške prakse na navedenu definiciju na vrlo su slikovit način ilustrirale promjenu u shvaćanju marketinga u kontekstu njegove uloge u društvu i odgovornosti spram društva (Gundlach, 2007.). Suština kritika usmjerenih na definiciju marketinga iz 2004. godine ogledala se u stajalištu kako navedena definicija bitno sužava područje marketinga (Gundlach i Wilkie, 2010.). U tom kontekstu treba promatrati i najnoviju definiciju marketinga iz 2007. godine, ponuđenu od strane Američkog udruženja za marketing (AMA), koja glasi: „Marketing je aktivnost koju provode organizacije i pojedinci kroz različit raspon institucija i procesa za kreiranje, komuniciranje, isporučivanje i razmjenu tržišne ponude koja ima vrijednost za potrošače, klijente, marketinške stručnjake i društvo u cjelini“. U usporedbi dvije navedene definicije uočljivo je kako se u novijoj definiciji marketing ne smješta isključivo u okvir organizacijske funkcije, već se promatra kao aktivnost koja se odvija kroz različite institucije i procese. Iako novija definicija ne sadržava pojam dionik, prethodna definicija je obuhvaćala dionike iz perspektive organizacije. Novija definicija marketinga (AMA, 2007.) nudi širu perspektivu u kojoj se s marketinga odnosa, koji pridonosi dobrobiti organizacija i njihovih dionika, težište pomiče prema kreiranju i razmjeni koja stvara vrijednosti za širi raspon sudionika i društvo u cjelini. Analizirajući promjene u definiranju marketinga, Gundlach (2007., str. 247) zaključuje kako priroda modernog marketinga vodi perspektivi kroz koju se sagledava uloga marketinga u društvu i njegova dogovornost prema društvu.

Ideja o odgovornom marketingu (eng. responsible marketing) izvedena je iz ranih radova Philipa Kotlera i suradnika čiji je cilj bio proširenje marketinške koncepcije i postavljanje temelja za razvoj društvenog i društveno odgovornog marketinga (Kotler, 1967.; Kotler, 1972.; Kotler i Levy, 1969.; Kotler i Zaltman, 1971.). Iako je i ranije u području marketinga moguće identificirati određene naznake brige za društvena pitanja, Kotler je društvenu usmjerenost marketinga izravno uveo u prevladavajuću marketinšku teoriju dajući joj zamah za daljnji razvoj (Crane i Desmond, 2002.). Kroz svoje rane radove i radove sa suradnicima Kotler je postavio kamen temeljac za razvoj društveno odgovornog marketinga (Čutura, 2016.). Sa spomenutim Kotlerovim doprinosom kroz razvoj društvenog (eng. social marketing) i poimanje marketinga usmjerenog na društvo (eng. societal marketing) započinje sustavni pristup inkorporaciji društvene perspektive u marketinšku teoriju i praksu. Doseg marketinga se, u spomenutoj perspektivi, proteže s potrošača i klijenata na društvo i okoliš, a u novije vrijeme i na pitanja održivosti.

2.1. Društveni marketing (eng. social marketing)

Argumentaciju za protezanje marketinga na društvena pitanja Kotler i Zaltman (1971., str. 12) vide u samoj prirodi marketinga, a društveni marketing sagledavaju kao „premošćujući mehanizam koji omogućava učinkovito planiranje društvenih promjena u vremenu kada su mnoga društvena pitanja postala važna“. Društveni ciljevi kao što su smanjenje zagađenja, utjecaj na štetne navike populacije poput pušenja, promoviranje obrazovanja, edukacija za prevenciju ovisnosti o drogama i slično, mogu rezultirati dobrobitima ukoliko se u njihovu promoviranju koriste marketinški pristupi i znanja. Kotler i Zaltman (1971, str. 5) definiraju društveni marketing kao „izgradnju, primjenu i kontrolu programa osmišljenih tako da utječu na prihvaćanje društvenih ideja uzimajući u obzir planiranje proizvoda, cijena, distribucije i marketinških istraživanja“.

Najvažnija razlika između komercijalnog i društvenog marketinga je u tome što društveni marketing primarno teži tome da utječe na društvena ponašanja u svrhu dobrobiti ciljnih grupa i društva u cjelini, dok komercijalni marketing primarno teži dobrobitima organizacije (Andreasen, 1994.; Kotler i Roberto, 1989.). Definicija društvenog marketinga Američkog udruženja za marketing (AMA) polazi od dva aspekta društvenog marketinga. Prvi je aspekt okruženja u čijem se kontekstu društveni marketing smatra granom marketinga u kojoj se koriste marketinška znanja, koncepti i tehnike sa svrhom unaprjeđenja društvenih ciljeva te vodi briga o društvenim posljedicama marketinških strategija, odluka i aktivnosti. Drugi je društveni aspekt u kontekstu kojeg društveni marketing predstavlja marketing dizajniran s ciljem utjecaja na ponašanja određenih dijelova ciljne publike, čime se primarno promiče dobrobit spomenute publike. Također, u daljnjem pojašnjenju Američkog udruženja za marketing (AMA), stoji kako se društvenim marketingom mogu baviti podjednako profitne, javne i privatne neprofitne organizacije, kao i pojedinci.

Razvoj društvenog marketinga dovodi i do proširenja njegova područja s utjecaja na stavove i ponašanja na ciljane aktivnosti u svrhu unaprjeđenja kvalitete života (Kotler i Lee, 2008.; Kotler, Roberto i Lee, 2002.). Potreba za promjenama prema održivosti postala je središnja tema suvremenih društava i zato društveni marketing ostvaruje svoj puni zamah kroz primjenu u različitim područjima (Andreasen, 2002.). Spomenuto dodatno potvrđuje legitimitet primjene društvenog marketinga, kako u neprofitnom i javnom sektoru, tako i u poslovnom sektoru kroz različite pristupe koji integriraju određene dimenzije društvenog marketinga u inicijative društvene odgovornosti poslovanja (Kotler i Lee, 2011.). Naime, upravo se aktivnosti iz područja društvenog marketinga nalaze među šest najčešće korištenih inicijativa društvene odgovornosti koje su Kotler i Lee (2011.) identificirali analizirajući društveno odgovornu praksu korporacija. Od šest inicijativa društvene odgovornosti, tri inicijative se odnose na društveni i društveno odgovorni marketing: 1) korporacijsko promoviranje društvenih ciljeva, 2) korporacijski društveni marketing i 3) marketing povezan s društvenim ciljevima (Kotler i Lee, 2011.). Prema autorima, spomenute korporacijske inicijative uključuju: podupiranje obrazovanja, zdravlja, kulture i umjetnosti, donacije civilnom društvu i lokalnim zajednicama, partnerstva s vladom, lokalnim zajednicama, nevladinim sektorom i slično.

3.1. Translation of source text 2

Stakeholder Marketing: Towards Better Understanding of Social Responsibility in Marketing

1. INTRODUCTION

The key ideas and concepts of corporate social responsibility have not emerged primarily from the development of social sciences, nor they have derived from some theoretical traditions or schools, but they have emerged from the real historical, social, and environmental problems of modern society (Letica, 2010). Most authors believe that the idea of corporate social responsibility was systematically discussed in the 1950s after the publication of the book by Howard R. Bowena (1953) *Social Responsibility of the Entrepreneur*. Bowen defines corporate social responsibility as the obligation of businesspeople to develop strategies, make decisions, and undertake activities that are desirable in terms of society's goals and values.

In both theory and corporate practice, there are two basic and opposing approaches to corporate responsibility. The first approach represents Milton Friedman's (1962) idea of ethical minimalism, according to which the only corporate responsibility is to provide shareholders with as many profits as possible without violating the moral correctness in everyday life. The second view of corporate responsibility is contained in the moral realism approach of Robert Edward Freeman (1984), who argues that corporate responsibility is the responsibility of all stakeholders. Stakeholders, i.e., all individuals, groups, or companies that have an interest inor are influenced by business, represent one of the key concepts in the modern concept of corporate social responsibility. Freeman's shareholder theory (1984) has had a strong influence on the development of approaches related to the theory and practice of business ethics and social responsibility (Letica, 2010). The core of the shareholder theory is to broaden the perspective of corporate responsibility from shareholders to other stakeholder groups. Shareholder theory has also been reflected in the development of the modern concept of corporate social responsibility and in the broader discussion of the relationship between business and society.

Sheth and Sisodia believe that the purpose of marketing is primarily noble because marketing has the power to directly balance interests between businesses and consumers, and between businesses and society as a whole: "The power of the market to shapeall aspects and rules of social behavior, attitudes, and culture should not be underestimated" (2005, p. 162).

The fact that marketing is now practiced by non-profit companies, as well as the fact that various forms of consumerism and environmentalism are significantly influencing the global marketing environment, speaks to the changing nature of marketing and its diverse impact on society. The contribution of marketing to society can be positive and stimulating, but according to modern critics of the role of marketing, this influence can also be negative - both from the perspective of the consumer and from the perspective of promoting the values of consumer society towards excessive and irresponsible consumption (Čutura, 2016).

Philip Kotler, in his earliest works, defined marketing as a social process (1967), emphasizing that marketing is an activity that significantly permeates society and serves to meet the needs of consumers and society. In this context, Kotler's contribution can be viewed in two ways: in expanding the scope of marketing to the non-business realm and in seeking to make marketing more social (Crane and Desmond, 2002).

In the last two decades, the shareholder approach has been gradually integrated into marketing theory, and relationship marketing has been enhanced by stakeholder relationships. From the above perspective, marketing can be viewed as a network of relationships through which values are transmitted to all stakeholders and society at large (Vargo and Lusch, 2004). The shareholder approach requires a greater shift in the focus of marketing from a market-oriented to a society-oriented perspective. Therefore, the participatory approach to marketing provides a framework for integrating social responsibility into marketing theory and practice (Murphy, Öberseder, & Laczniak, 2013).

The purpose of this paper is to analyze certain forms of development of social orientation of marketing in marketing theory with special reference to the shareholder approach and its contribution to the development of social responsibility of marketing. The description of certain forms of development of socially oriented marketing in the paper shows the contribution of Kotler and collaborators in expanding the field of marketing through the development of social marketing and business-oriented marketing. The analysis of the shareholder approach to marketing draws attention to the importance of stakeholder-oriented marketing in understanding and developing the social responsibility of marketing.

2. SOCIALLY ORIENTED MARKETING AND THE DEVELOPMENT OF SOCIALLY RESPONSIBLE MARKETING

The first step in understanding the relationship between marketing and society should be a clear definition of the scope of marketing activites. An accurate definition of the scope of marketing begins with its clear definition that serves to promote understanding of the nature, role, and justification of marketing in the view of those who conduct marketing activities and in the view of members of society (Zinkhan and Williams, 2007). In 2004, the American Marketing Association (AMA) adopted a new definition of marketing. The definition is (AMA, 2004): "Marketing is an organizational function and set of processes for creating, communicating, and delivering value to customers and building relationships with customers in ways that benefit the company and its stakeholders." Numerous responses to this definition from the academic community, as well as from marketing practitioners, have vividly illustrated the shift in understanding of marketing in the context of its role in and responsibilityto society (Gundlach, 2007). The core of the criticism of the 2004 marketing definition is reflected in the view that this definition significantly narrows the scope of marketing (Gundlachand Wilkie, 2010). In this context, we should look at the most recent 2007 marketing definition from the American Marketing Association (AMA), which reads: "Marketing is an activity carried out by companies and individuals through a variety of institutions and processes to create, communicate, deliver, and exchange a market offering that is of value to consumers, clients, marketing experts, and society as a whole." In comparing the two definitions mentionedabove, it is noticeable that in the newer definition, marketing is not exclusively assigned to the organizational function, but is viewed as an activity that takes place through various institutions and processes. Although the newer definition does not include the term "stakeholder," the earlier definition includes stakeholders from the perspective of the company The newer definition of marketing (AMA, 2007) provides a broader perspective in which the focus shifts from marketing relationships that contribute to the well-being of companies and their stakeholders to the creation and exchange of value for a wider range of participants and society. In analyzing the changes in the definition of marketing, Gundlach (2007, p. 247) concludes that the nature of modern marketing leads to a perspective through which the role of marketing in society and its commitment to society is considered.

The idea of responsible marketing can be traced back to the early work of Philip Kotler and his associates, who sought to expand the concept of marketing and lay the groundwork for the development of socially and civically responsible marketing (Kotler, 1967; Kotler, 1972;

Kotler and Levy, 1969; Kotler and Zaltman, 1971). Although some evidence of the consideration of social concerns was evident earlier in the field of marketing, Kotler introduced the social orientation of marketing directly into the prevailing marketing theory, giving it impetus for further development (Crane and Desmond, 2002). Through his early work and work with his collaborators, Kotler laid the foundation for the development of socially responsible marketing (Čutura, 2016). Kotler's contribution through the development of social marketing and the concept of social marketing is the beginning of a systematic approach to incorporating the social perspective into marketing theory and practice. In the aforementioned perspective, the scope of marketing extends from consumers and clients to society and the environment and, more recently, to sustainability issues.

2.1. Social marketing

Kotler and Zaltman (1971, p. 12) see the argument for extending marketing to social issues in the very nature of marketing, viewing social marketing as "a bridging mechanism that allows effective planning for social change at a time when many social issues have become important." Social goals such as reducing pollution, influencing harmful habits of the population such as smoking, promoting education, raising awareness to prevent drug addiction, and the like can lead to benefits when marketing approaches and knowledge are used to promote these goals. Kotler and Zaltman (1971, p. 5) define social marketing as "the design, implementation, and control of programs aimed at influencing the acceptance of social ideas, taking into account product planning, pricing, distribution, and marketing research."

The most important difference between commercial and social marketing is that social marketing is primarily aimed at influencing social behaviors for the benefit of target audiences and society at large, while commercial marketing is primarily aimed at benefiting the company (Andreasen, 1994; Kotler and Roberto, 1989). The definition of social marketing by the American Marketing Association (AMA) is based on two aspects of social marketing. The first aspect of the environment in which social marketing is considered one part of marketing in which marketing knowledge, concepts, and techniques are used to enhance social objectives and attend to the social consequences of marketing strategies, decisions, and activities. The second is the social aspect, where social marketing is marketing that aims to influence the behavior of specific segments of the target audience, which primarily promotes the well-being of that audience. Another statement from the American Marketing Association (AMA) states that social marketing can be practiced equally by for-profit, public and private non-profit organizations as well as individuals.

The evolution of social marketing also expands its scope from influencing attitudes and behaviors to targeted activities that improve quality of life (Kotler and Lee, 2008; Kotler, Roberto, and Lee, 2002). The need for change toward sustainability has become a central issue in modern societies, and therefore social marketing is gaining momentum through its application in various fields (Andreasen, 2002). This confirms the legitimacy of the application of social marketing in both the nonprofit and public sectors, as well as in the corporate sector through various approaches that integrate certain dimensions of social marketing into Corporate social responsibility (CSR) initiatives (Kotler and Lee, 2011). In fact, social marketing activities are among the six most used social responsibility initiatives identified by Kotler and Lee (2011) in their analysis of socially responsible corporate practices. Of the six social responsibility initiatives, three initiatives relate to social and socially responsible marketing: 1) corporate promotion of social objectives, 2) corporate social marketing, and 3) marketing related to social objectives (Kotler and Lee, 2011). According to the authors, the corporate initiatives mentioned include support for education, health, culture, and the arts; donations to civil society and local communities; partnerships with government, local communities, the nongovernmental sector, and the like.

3.2. Commentary and Analysis

TEXT II: Stakeholder Marketing: Towards Better Understanding of Social Responsibility in Marketing

1. Genre: Excerpt from a scientific article in the fields of economics and marketing.

2. Source: The article was written by Marija Čutura. It was published in *Ekonomska misao i praksa* in 2018.

3. Audience: The text is intended to be read by other specialists in the field of marketing.

4. Purpose of writing: The purpose of this paper is to analyze certain forms of development of social marketing in marketing theory with special reference to the shareholder approach and its contribution to the development of social responsibility of marketing.

5. Authenticity: The text is an original scientific article, published in a scientific journal.

6. Style: The style of the text is formal and informative.

7. Level of formality: Formal

8. Layout: The translated excerpt was taken from the beginning of the paper after the Abstract. Translated sections were Introduction and Focus-oriented Marketing and Development of Socially Responsible Marketing. The first section consists of 6 paragraphs and the second section consists of 5 paragraphs. The beginning lines of the paragraphs are indented. Headings are written in bold.

9. Content: The text begins with a general description of social marketing and introduces the key ideas and concepts of corporate social responsibility. The second section provides a more recent definition of marketing that takes a broader perspective, shifting the focus from marketing relationships that contribute to the well-being of companies and their stakeholders to the creation and exchange of value for a broader group of participants and society as a whole.

10. Sentence Patterns: Most sentences in this text are of medium length.

11. Terminology of the subject: The text uses some technical terminology, mainly from the field of business and marketing.

3.3. Workflow

The text contains numerous technical terms from the field of psychology, so it is important to look up the recognized equivalents of these terms to avoid mistranslations. For example, I had to verify that the terms *hygiene factors* and *motivators* are correct terms in the two-factor theory. Another example is in the following sentence: *Alderfer (1969) je kasnije sažeo Maslowljeve potrebe na tri temeljne: egzistencijalne, potrebe povezanosti i rasta. Potrebe povezanosti* would literally be translated as *need for connection*. This term does exist in English, but the original term in this particular theory is relatedness. Moreover, the original name of the theory is an acronym. For this reason, I have translated the sentence as follows: *Alderfer (1969) later summarized Maslow's needs into three groups of core needs: Existence (E), Relatedness (R), and Growth (G).*

Some sentences that originally consisted of one sentence in Croatian had to be split into two in English. An example of this is the following sentence: *Premda primaju niske financijske kompenzacije, većina ispitanika ističe da nemaju odlučujuću ulogu u želji da napornije rade, dok učenje i razvoj vještina smatraju izuzetno važnima jer povećavaju njihovu zapošljivost u razdoblju financijske krize. / Although they receive little financial compensation, most respondents indicate that this does not play a decisive role in their desire to work harder. On the other hand, learning and skills development are seen as extremely important, as they increase their employability in times of financial crisis.*

In the following sentence I have made an inversion by inserting the last part of the sentence in Croatian as the first part of the sentence in the English version, to make it sound more native. *Upravo utvrđivanjem potreba koje zaposlenici imaju i u namjeri pronalaženja odgovarajućeg načina kako ih zadovoljiti razvile su se mnogobrojne teorije motivacije. / Many theories of motivation have been developed to determine the needs of employees and find the right way to fulfill them.*

In translating this article, a certain technical vocabulary and terminology was required to correctly translate the source text into the target language. Numerous names of various theories of motivation were mentioned, which cannot be simply translated into Croatian. We should use the original names to avoid mistakes and difficulties in understanding. When translating technical terminology, it is important to pay attention to accurate translation, otherwise the translated textcould be confusing for an expert in the field reading the translated version.

4. Source text 3:

Učinci pandemija na mentalno zdravlje

1. UVOD

Povijest epidemija i pandemija

Kroz povijest su epidemije i pandemije zaraznih bolesti nerijetko opustošile čovječanstvo, ponekad mijenjajući tijek povijesti i čak uzrokujući kraj čitavih civilizacija. Za razliku od pandemije, epidemija predstavlja pojavu bolesti koja trenutačno ima visoku prevalenciju i ograničena je na jednu regiju. S druge strane, pandemija je epidemija zarazne bolesti koja zahvaća široke geografske regije, visoke je prevalencije i pogađa značajnu proporciju svjetske populacije, obično tijekom nekoliko mjeseci (Encyclopædia Britannica, 2020).

Arheološki nalazi pokazuju dokaze o postojanju epidemije još prije 5000 godina u jednom kineskom selu u kojemu su pronađeni posmrtni ostaci stotinjak osoba za koje se pretpostavlja da su preminuli od nepoznate zarazne bolesti (Jarus, 2015). Kuga je stanovništvo pratila od staroga vijeka kada se tijekom Peloponeskih ratova pojavila "Atenska kuga" koja se proširila iz Etiopije u Grčku, pa preko Dalmacije u Rim. Poče- tak nove ere obilježile su pandemije kuge u Bizantskom Carstvu u 6. stoljeću, "crna smrt" je harala polovicom 14. stoljeća i od nje je umrla trećina europske populacije, a treća pandemija kuge proširila se iz Kine u Hong Kong potkraj 19. stoljeća (Abbot i Rocke, 2012). Nakon završetka 1. svjetskog rata čovječanstvo se suočilo sa tzv. španjolskom gripom uzrokovanom virusom A (H1N1), od koje se razboljelo 500 milijuna ljudi, a od koje je jedna petina umrla (CDC, 2019). Kraj 20. st. obilježen je epidemijom i pandemijom AIDS-a, koji je odnio 35 milijuna života (CDC, 2006).

Prema podacima Svjetske zdravstvene organizacije (World Health Organization, 2020a) početak 21. stoljeća obilježen je suočavanjem sa četiri velike epidemije: godine 2003. nastupila je pandemija teškoga akutnog respiratornog sindroma (SARS), bolesti koja je najteže pogodila bogata urbana područja. Pandemija svinjske gripe 2009. izazvana je novim sojem H1N1 virusa koji je nastao u Meksiku na proljeće 2009. prije nego što se proširio na ostatak svijeta. Ebola je opustošila zapadnu Afriku između 2014. i 2016. te je većina smrtnih ishoda kao posljedice ebole zabilježena u Gvineji, Liberiji i Sijera Leoneu. Zika virus, koji obično šire komarci u toplim i vlažnim klimama, najviše pogađa stanovnike Južne i Srednje Amerike te južne dijelove SAD-a (World Health Organization, 2020a).

Od prosinca 2019. godine svijet je suočen s pandemijom bolesti COVID-19, koja uzrokuje strašne zdravstvene, psihološke i ekonomske posljedice, mijenja dosadašnji način života i ugrožava psihološke potrebe ljudi, što se odražava na njihovo mentalno i fizičko zdravlje (Holmes i sur., 2020).

Cilj je ovog rada prikazati sadašnje znanstvene spoznaje o učincima pandemija na psihološke potrebe i mentalno zdravlje ljudi.

2. IZLOŽENOST STRESORIMA POVEZANIM S COVID-19 PANDEMIJOM

Od početka ove pandemije ljudi su globalno izloženi traumatskim iskustvima vezanima uz COVID-19 pandemiju – bilo u izravnom kontaktu ili, posredno, putem medija – što je rezultiralo znatnim ugrožavanjem njihovih psiholoških potreba u svim svjetskim regijama zahvaćenih pandemijom. Razorni učinci pandemije na mentalno zdravlje i psihološku dobrobit rezultat su neočekivanosti pojave i brzine širenja virusa, protuepidemijskih mjera, preopterećenosti zdravstvenih sustava, informacija o velikom broju umrlih od posljedica ove bolesti, ekonomskih gubitaka ili gubitka zaposlenja (Mari i Oquendo, 2020).

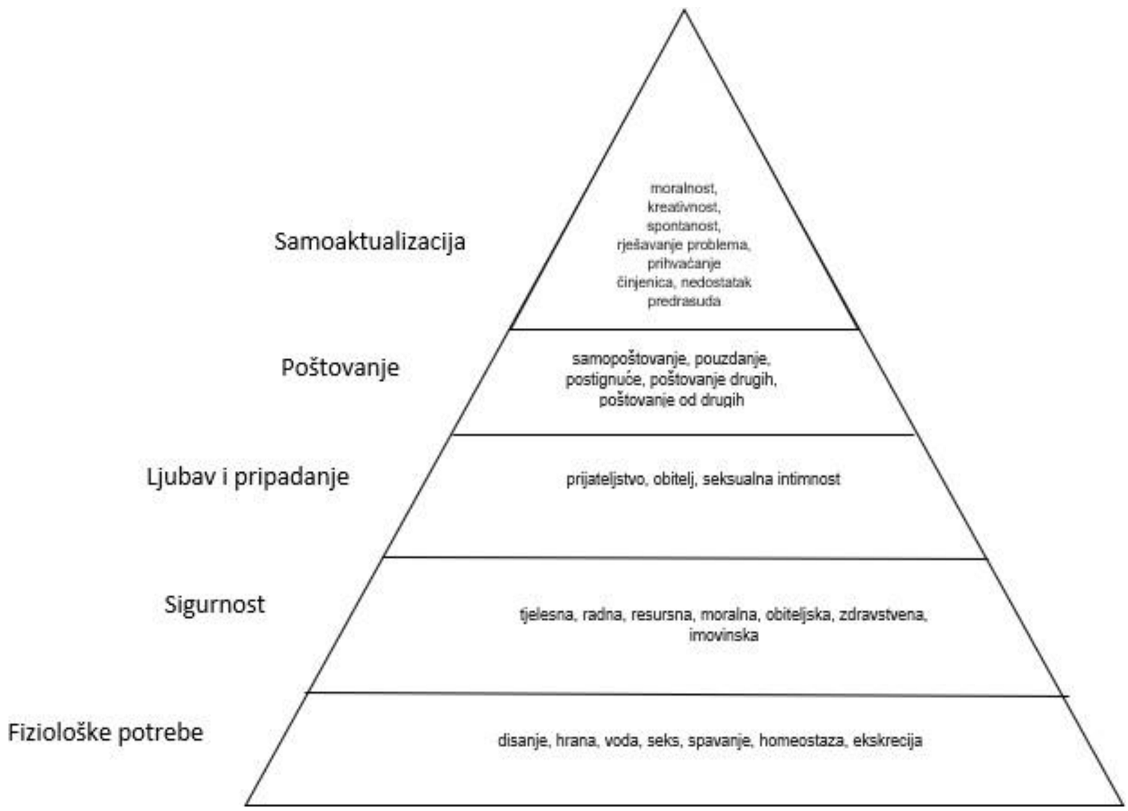
Relevantne društvene institucije svih zemalja izriču protuepidemijske mjere kako bi prevenirali eksponencijalno širenje bolesti. Mjera fizičke distance odnosi se na sve ljude te podrazumijeva održavanje fizičke udaljenosti od drugih ljudi i izbjegavanje boravka u gužvi, kako bi se smanjio prijenos zaraze s osobe na osobu (Maragakis, 2020). Izolacija je mjera izdvajanja pojedinca od drugih ljudi koja se primjenjuje prilikom liječenja osoba koje su bolesne i imaju simptome bolesti (Celing Celić, 2020). Samoizolacija se primjenjuje na zdrave osobe (bez simptoma) koje su bile izložene riziku zaražavanja, odnosno koje se bile u bliskom kontaktu s oboljelom osobom (Celing Celić, 2020).

Svim navedenim mjerama zajedničko je ograničavanje fizičkih, a time nužno i socijalnih, kontakata. Ljudi su prisiljeni promijeniti svakodnevnu rutinu i prestati s mnogim uobičajenim aktivnostima. Moraju početi raditi od kuće, imati manje osobnih i profesionalnih kontakata, a moraju prestati i s mnogim aktivnostima na otvorenom, poput odlaska u kino, kazalište ili u teretanu. Škole i fakulteti zatvaraju se, a nastava se održava na daljinu. U isto vrijeme osjećaj prijetnje svuda je uokolo. Ljudi su preplavljeni svakodnevnim informacijama o zabranama kretanja, policijskim satovima, broju novozaraženih, kao i o broju smrtnih slučajeva u našoj zemlji i u drugim zemljama. Svatko poznaje nekoga tko je razvio umjerenu do tešku bolest ili je sam bio zaražen. Suočeni smo s informacijama o prodoru virusa u domove za starije i nemoćne, koji su posebno ugrožena skupina. Kao odgovor na pandemiju koronavirusa, službenici javnoga zdravstva od stanovništva traže da učine nešto što prirodno ne odgovara našoj vrlo društvenoj vrsti: držite se podalje jedni od drugih. Takva fizička distanciranost, tj. izbjegavanje velikih okupljanja i bliskih kontakata s drugima, presudna je za usporavanje širenja virusa i sprečavanje prevladavanja našega zdravstvenog sustava (Miller, 2020), dok istodobno dovodi do socijalne i psihološke distanciranosti među ljudima.

Dugotrajna izloženost svim navedenim okolnostima, koje sada traju već godinu dana i ne zna se dokle će trajati, ugrožava temeljne psihološke potrebe ljudi.

3. COVID-19 PANDEMIJA I PSIHOLOŠKE POTREBE

Maslowljeva hijerarhija potreba (Maslow, 1943) predstavlja model koji je prepoznat kao koristan okvir za razumijevanje učinaka pandemije na psihološku dobrobit (Crabtree, 2020; Ge her, 2020).



Prema Maslowu (1943), svaka je osoba sposobna i ima želju za pomicanjem hijerarhije od nižih potreba prema višima, tj. prema razini samoaktualizacije. U nekim okolnostima taj napredak može biti poremećen zbog neispunjavanja potreba niže razine, poput okolnosti suočavanja s pandemijom nepoznate bolesti. U uvjetima pandemije, znatno su ugrožene fiziološke potrebe (strah zbog mogućega nestanka hrane, nemogućnosti odlaska u nabavu namirnica, strah od gušenja zbog bolesti, strah od smrti), potreba za sigurnosti (nekontrolabilnost i nepredvidivost budućnosti, mogućnost gubitka zaposlenja, zatvaranje poduzeća, nedostatak redovitih primanja, gubitak zdravlja, nemogućnost otplate kredita) i/ili potrebe za ljubavlju i pripadanjem (fizička odvojenost od obitelji i prijatelja zbog zatvaranja škola i rada od kuće, odvojenost od romantičnih partnera zbog zabrane izlazaka iz kuće, doživljaj drugih ljudi kao mogućih prijenosnika zaraze). Ljudi koji su prije pandemije imali zadovoljene potrebe više razine odjednom su se našli u situaciji ugroženosti potreba niže razine, čime je ugrožen ukupan hijerarhijski poredak zadovoljenja potreba. Do danas je publiciran velik broj znanstvenih istraživanja, preglednih i metaanalitičkih studija o posljedicama pandemije COVID-19 na mentalno zdravlje. Opći smjer istraživanja usmjeren je na identificiranje rizičnih i zaštitnih čimbenika temeljenih na posljedicama ranijih pandemija i COVID-19 pandemije Najvažnije nalaze prikazujemo u nastavku teksta.

4. RIZIČNI I ZAŠTITNI ČIMBENICI MENTALNOGA ZDRAVLJA TIJEKOM PANDEMIJA

Autori Fiorillo i Gorwood (2020) navode kako psihološke posljedice COVID-19 pandemije mogu biti posebno ozbiljne za sljedeće skupine ljudi: (1) ljude koji su bili izravno ili neizravno u kontaktu s virusom; (2) ljude koji su biološki osjetljiviji na stresore, uključujući ljude sa psihičkim problemima; (3) zdravstvene djelatnike (zbog veće razine izloženosti zarazi) i (4) ljude koji neprekidno slijede vijesti o pandemiji na raznim medijskim kanalima.

Psihičke posljedice COVID-19 pandemije na ljude koji su bili izravno ili neizravno u kontaktu s virusom

Prvo sveobuhvatno istraživanje psiholoških reakcija na COVID-19 pandemiju provedeno je u Kini, koja je prva i pogođena virusom (Qui i sur., 2020). Ovom studijom obuhvaćeno je 52 730 osoba iz kineskih regija, među kojima je gotovo 35 % ljudi tijekom pandemije imalo razne psihičke smetnje. Pri tome je više smetnji pronađeno kod žena, osoba od 18 do 30 godina ili ljudi starijih od 60 godina te ljudi s višim obrazovanjem. Veću psihičku uznemirenost imali su ljudi iz dijelova Kine koji su bili pogođeniji pandemijom te kojima su medicinski resursi bili manje dostupni. Veća učinkovitost regionalnoga javnog zdravstvenog sustava te bolje protuepidemijske preventivne mjere pozitivno su utjecale na psihičku stabilnost stanovništva.

U Lancetu je objavljen pregled istraživanja psihološkog utjecaja karantene za prijašnjih pandemija (ebole, SARS-a i H1N1 virusa) na psihološku dobrobit ljudi (Brooks i sur., 2020). U većini studija utvrđeni su negativni psihološki učinci karantene, uključujući pojavu simptoma stresa, zbunjenosti, bijesa i PTSP-a za vrijeme i nakon karantene. Najjači stresori ljudi za vrijeme karantene bili su duljina trajanja karantene, strah od zaraze, frustracija i dosada, neprimjerena opskrbljenost resursima (odjećom, pićem, hranom, smještajem) i nedostatne informacije o bolesti od državnih institucija. Nakon karantene ljudi su se najviše bojali financijskih problema i stigmatizirajućih stavova okoline. U drugom sustavnom pregledu (Hossain i sur., 2020) problemi s mentalnim zdravljem utvrđeni su među osobama koje su zaražene bolestima, osobama koje su se brinule o njima za vrijeme bolesti i pružateljima zdravstvene skrbi, koji su i sami iskusili karantenu ili izolaciju. Prevladavajući problemi s mentalnim zdravljem među svim pogođenim pojedincima uključivali su depresiju, tjeskobu, poremećaje raspoloženja, stres, posttraumatski stresni poremećaj, nesanicu, strah, stigmatizaciju, nisko samopoštovanje i manjak samokontrole.

Razvoj psihičkih smetnji kao odgovor na pandemije rizični su čimbenici za kratkotrajno i dugotrajno narušavanje mentalnoga zdravlja stanovništva. Zanimljivo je istraživanje koje ispituje zaštitne čimbenike za vrijeme epidemija MERS-a i SARS-a, pri čemu je utvrđena važnost rodnih razlika. Naime, žene su u općoj populaciji u 50 % više slučajeva u odnosu na muškarce poštivale epidemijske mjere poput pranja ruku, nošenja zaštitnih maski, dezinficiranja površina, izbjegavanja gužvi i javnoga prijevoza, pridržavanja uvjeta karantene, ostajanja kod kuće, traženja profesionalne pomoći i uporabe interneta i mobilnih telefona kao resursa pomoći. S druge strane, muškarci su neznatno češće bili skloni uzimati farmaceutska sredstva (cijepljenje, uzimanje lijeka Tamiflu) u odnosu na žene (Moran i De Valle, 2016).

Istraživanja posljedica COVID-19 na mentalno zdravlje populacije zahvaćene pandemijom pokazuju najveću učestalost simptoma anksioznosti, depresivnosti, poremećaja spavanja (Huang i Zhao, 2020; Shi i sur., 2020), akutne stresne reakcije (Shi i sur., 2020) i zlouporabu sredstava ovisnosti (Petzold i sur., 2020).

U pregledu istraživanja i metaanalitičkoj studiji vezanih uz posljedice pandemije COVID-19 na mentalno zdravlje stanovništva identificirani su sljedeći rizični čimbenici: ženski spol, česta izloženost socijalnim medijima, niska zdravstvena pismenost, niži obrazovni status, blizina žarišta pandemije, obolijevanje bliskoga člana obitelji ili prijatelja, status migranta i prijašnji problemi s mentalnim zdravljem. Kao zaštitni čimbenici identificirani su socijalna i obiteljska podrška, pridržavanje higijenskih epidemioloških mjera (pranje ruku i nošenje zaštitnih maski), fizička aktivnost, povjerenje u liječnike i informiranost o pandemiji (Flynn i sur., 2020; Luo i sur., 2020). Utvrđeno je i to da zaštitnu ulogu imaju i održavanje zdravoga životnog stila i socijalnih kontakata, prihvaćanje anksioznosti i negativnih emocija, percepcija samoučinkovitosti i informiranost o dostupnoj pomoći (Petzold i sur., 2020).

4.1. Translation of source text 3

Effects of Pandemics on Mental Health

1. INTRODUCTION

History of epidemics and pandemics

Throughout history, epidemics and pandemics of infectious diseases have often devastated humanity, sometimes changing the course of history and even causing the end of entire civilizations. Unlike a pandemic, an epidemic is a disease outbreak that currently has a high prevalence and is confined to a region. A pandemic, on the other hand, is an epidemic of an infectious disease that affects wide geographic regions, has a high prevalence, and affects a significant proportion of the world's population, usually over several months (Encyclopædia Britannica, 2020).

Archeological findings show an epidemic as early as 5,000 years ago in a Chinese village, where the remains of hundreds of people were found who presumably died from an unknown infectious disease (Jarus, 2015). People have suffered from plague since ancient times, when the "Plague of Athens " occurred during the Peloponnesian Wars, spreading from Ethiopia to Greece and through Dalmatia to Rome. The beginning of the new era was marked by the plague pandemics in the Byzantine Empire in the 6th century, the *Black Death* raging in the mid-14th century, killing a third of the European population, and the third plague pandemicspread from China to Hong Kong in the late 19th century (Abbot and Rocke, 2012). After the end of World War I, humanity faced the so-called Spanish flu, caused by the A (H1N1) virus, which affected 500 million people, one-fifth of whom died (CDC, 2019). The end of the 20th century was marked by the epidemic and pandemic of AIDS, which claimed 35 million lives (CDC, 2006).

According to the World Health Organization (2020a), the beginning of the 21st century was marked by four major epidemics: in 2003, there was a severe acute respiratory syndrome (SARS) pandemic, a disease that hit rich urban areas the hardest. The 2009 swine flu pandemic was caused by a new strain of the H1N1 virus that emerged in Mexico in the spring of 2009 before spreading to the rest of the world. Ebola ravaged West Africa between 2014 and 2016, and most deaths resulting from Ebola were reported in Guinea, Liberia, and Sierra Leone. Zika virus, which is commonly transmitted by mosquitoes in warm and humid climates, primarily affects residents of South and Central America and the southern United States (World Health Organization, 2020a).

Since December 2019, the world has been facing a pandemic of COVID -19 disease, which has serious health, psychological, and economic consequences, changing previous lifestyles and threatening people's psychological needs, affecting their mental and physical health (Holmes et al., 2020).

The aim of this paper is to present the current scientific evidence on the impact of pandemics on people's psychological needs and mental health.

2. EXPOSURE TO STRESSORS ASSOCIATED WITH THE COVID-19 PANDEMIC

Since the onset of the pandemic, people worldwide have been exposed to traumatic experiences related to the COVID-19 pandemic - either in direct contact or indirectly through the media - resulting in significant threats to their psychological needs in all pandemic regions. The devastating impact of the pandemic on mental health and well-being is the result of unexpected outbreaks and the spread of viruses, epidemic control measures, overloading of health systems, information about numerous deaths, economic or job losses (Mari and Oquendo, 2020).

Worldwide, the relevant social institutions take measures to control epidemics to prevent the exponential spread of the disease. The physical distance measure applies to all people and involves maintaining a physical distance from other people and avoiding being in a crowd to reduce person-to-person transmission of infection (Maragakis, 2020). Isolation is a measure in which a person is separated from other people, used in the treatment of people who are ill and have symptoms of disease (Celing Celić, 2020). Self-isolation is applied to healthy people (without symptoms) who were exposed to the risk of infection, i.e., who were in close contact with an affected person (Celing Celić, 2020).

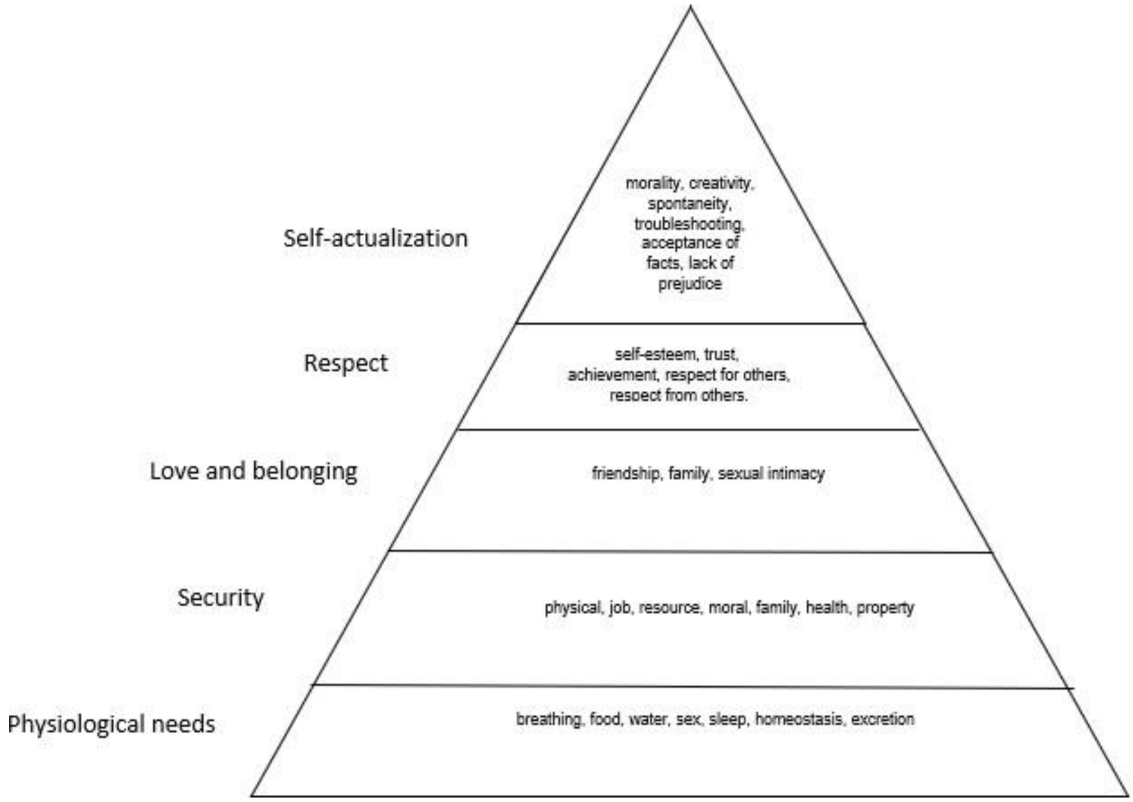
All these measures have in common the restriction of physical, and therefore necessarily social, contact. People are forced to change their daily routine and stop many everyday activities. They have to start working from home, have fewer personal and professional contacts, and have to give up numerous outdoor activities, such as going to the movies, theater, or gym. Schools and colleges are closed, and classes are held online**.**

At the same time, the feeling of menace is predominant. People are inundated daily with information about travel bans, curfews, the number of new infections, and the number of deaths in our country and in other countries. Many people have been infected or now someone who has been infected with moderate to severe symptoms. We are being confronted with information about the virus entering nursing homes and homes for the elderly, which are a particularly vulnerable group. In response to the coronavirus pandemic, public health officials are asking the public to do something atypical for our very social species: stay away from each other. Such physical distance, i.e., avoiding large gatherings and close contact with others, is critical to slow down the spread of the virus and to prevent overwhelming our health care system (Miller, 2020), while creating social and psychological distance between people.

Long-term exposure to all the above, which has now been going on for a year and is not known how long it will continue, threatens people's basic psychological needs.

3. COVID-19 PANDEMIC AND PSYCHOLOGICAL NEEDS

Maslow's hierarchy of needs (Maslow, 1943) provides a model that is recognized as a useful framework for understanding the impact of a pandemic on psychological well-being (Crabtree, 2020; Geher, 2020).



According to Maslow (1943), every person is capable of and has the desire to advance in the hierarchy from lower to higher needs, that is, according to the degree of self-actualization. Under certain circumstances, this progress may be disrupted by the failure to meet lower-level needs, such as in the case of a pandemic of an unknown disease. In a pandemic, physiological needs (fear of possible food shortages, inability to obtain food, fear of suffocation by disease, fear of death), security needs, i.e. uncontrollability and unpredictability of the future, possible loss of job, closure of business, lack of regular income, loss of health, inability to repay loans, and/or need for love and belonging (physical separation from family and friends due to closure of schools and working from home, separation from romantic partners due to the ban on leaving home, experience that other people are possible carriers of infections) are significantly affected. People whose higher-level needs were met before the pandemic suddenly found themselves in a situation where lower-level needs were threatened, challenging the entire hierarchical order of need satisfaction. To date, numerous scientific studies, reviews, and meta-analyzes have been published on the impact of the COVID-19 pandemic on mental health. The general direction of the research aims to identify risk and protective factors based on the consequences of previous pandemics and the COVID-19 pandemic. Key findings are presented below.

4. RISK AND PROTECTIVE FACTORS OF MENTAL HEALTH DURING THE PANDEMIC

Authors Fiorillo and Gorwood (2020) note that the psychological consequences of a COVID-19 pandemic may be particularly severe for the following groups of people: (1) people who have been directly or indirectly exposed to the virus; (2) people who are more biologically sensitive to stressors, including people with mental health problems; (3) health professionals (because of higher exposure to the infection); and (4) people who are constantly following news about the pandemic on various media channels.

Psychological consequences of the pandemic COVID-19 for people directly or indirectly exposed to the virus

The first comprehensive study of psychological responses to the pandemic COVID-19 was conducted in China, which was the first country affected by the virus (Qui et al., 2020). This study included 52,730 people from Chinese regions, of whom nearly 35% had various psychological disorders during the pandemic. More disorders were found in women, people aged 18 to 30 years or over 60 years, and people with higher education. People from parts of

China that were more affected by the pandemic and had fewer medical resources had more mental disorders. Higher efficiency of the regional public health system and better prevention measures against the epidemic had a positive impact on the mental stability of the population.

The Lancet published a review of research on the psychological effects of quarantine in previous pandemics (Ebola, SARS, and H1N1 viruses) on people's psychological well-being (Brooks et al., 2020). Most studies have found negative psychological effects of quarantine, including the occurrence of stress symptoms, confusion, anger, and PTSD during and after quarantine. The strongest stressors experienced by people during quarantine were the duration of quarantine, fear of infection, frustration and boredom, inadequate provision of resources (clothing, drinks, food, shelter), and inadequate information about the disease from government institutions. After quarantine, people were most afraid of financial problems and the stigmatizing attitude of the environment. Another systematic review (Hossain et al., 2020) found mental health problems among those infected, those who cared for them during the illness, and health care providers who had themselves experienced quarantine or isolation. Prevalent mental health problems among all affected individuals included depression, anxiety, mood disorders, stress, post-traumatic stress disorder, insomnia, fear, stigma, low self-esteem, and lack of self-control.

The development of mental disorders in response to pandemics are risk factors for short- and long-term impairment of population's mental health. Research examining protective factorsduring the MERS and SARS epidemics is interesting, noting the importance of gender differences. In the general population, 50% more women than men adhered to epidemic measures such as washing hands, wearing protective masks, disinfecting surfaces, avoiding crowds and public transportation, adhering to quarantine conditions, staying home, seeking professional help, and using the Internet and cell phones as sources of help. On the other hand, men were slightly more likely to take medications (vaccination, taking Tamiflu) than women (Moran and De Valle, 2016).

Studies on the mental health impact of COVID-19 on the pandemic population show the highest incidence of symptoms of anxiety, depression, sleep disorders (Huang and Zhao, 2020; Shi et al., 2020), acute stress reactions (Shi et al., 2020), and drug dependence (Petzold et al., 2020).

A review of research and a meta-analytic study of the impact of the COVID-19 pandemic on population mental health revealed the following risk factors: female gender, frequent use of social media, low health literacy, low educational status, proximity to the pandemic, COVID-19 cases among close family members or friends, migrant status, and previous mental health problems. Social and family support, adherence to epidemiological hygiene measures (hand washing and wearing protective masks), physical activity, trust in physicians, and awareness of the pandemic were identified as protective factors (Flynn et al., 2020; Luo et al., 2020). Maintaining a healthy lifestyle and social contacts, acceptance of fears and negative emotions, perception of self-efficacy, and information about available help were also identified as protective factors (Petzold et al., 2020).

4.2. Commentary and Analysis

TEXT III: Effects of Pandemics on Mental Health

1. Genre: Excerpt from a scientific article in the field of psychology.

2. Source: The article was written by Vesna Antičević. It was published in the journal Društvena Istraživanja in 2021.

3. Audience: The text is intended to be read by other specialists in the field of psychology.

4. Purpose of writing: The purpose of the text is to inform readers about the consequences of pandemics that threaten basic psychological needs. Since December 2019, the world has been facing a pandemic of the disease COVID -19, which has serious health, psychological, and economic consequences, changing previous lifestyles and threatening people's psychological needs, and affecting their mental and physical health. The aim of this paper is to present the current scientific evidence on the impact of pandemics on people's psychological needs and mental health.

5. Authenticity: The text is an original scientific article, published in a scientific journal.

6. Style: The style of the text is formal and informative.

7. Level of formality: Formal

8. Layout: The translated excerpt was taken from the beginning of the paper after the Abstract. The sections Introduction, Exposure to Stressors Associated with the Covid-19 Pandemic, Covid-19 Pandemic and Psychological Needs and Risk and Protective Factors of Mental Health During the Pandemic were translated. The first section consists of 4 paragraphs and the second section consists of 4 paragraphs. The third section consists of 3 paragraphs and the fourth section consists of 6 paragraphs. The beginning lines of the paragraphs are not indented and vary in length. The headings are written in bold.

9. Content: The introduction gives an overview of the history of epidemics and pandemics. The second section deals mainly with traumatic experiences and stressors related to the pandemic COVID-19. The third section is about psychological needs and the theory behind them. The fourth section addresses the consequences of pandemics, particularly physical isolation measures, fear of contagion, and the economic consequences of the crisis that threaten basic psychological needs. Research warns of the obvious negative effects of pandemic

COVID-19 on the mental health of the population. The most common mental health problems associated with the pandemic are anxiety, depression, post-traumatic stress symptoms, and psychoactive substance abuse. Researchers warn of a possible increase in domestic violence and child abuse and alert the public to vulnerable groups at higher risk of permanent mental health impairment.

10. Sentence Patterns: Most sentences in this text are of medium length, although there are number of longer sentences.

11. Terminology of the subject: The technical terms in the paper are from the field of psychology.

4.3. Workflow

I used inversion in the following sentence in Croatian: *Relevantne društvene institucije svih zemalja izriču protuepidemijske mjere kako bi prevenirali eksponencijalno širenje bolesti. / In all countries, the relevant social institutions are taking measures to control the epidemic in order to prevent the exponential spread of the disease.*

In the following sentence, I used inversion by placing the first part of the sentence in Croatian as the last part of the sentence in English, since such a structure is more appropriate in English. *Veću psihičku uznemirenost imali su ljudi iz dijelova Kine koji su bili pogođeniji pandemijom te kojima su medicinski resursi bili manje dostupni. / People from parts of China that were more affected by the pandemic and had fewer medical resources were more mentally disturbed.* Another noticeable change I made in this sentence is the change from the active to the passive voice (Veću psihičku uznemirenost imali su / were more mentally disturbed).

Academic writing style includes a formal tone, a clear focus on the research problem, an impersonal or neutral style, and precise word choice. Informal and colloquial words should be avoided. Specific vocabulary for academic writing style that we can notice in this article are certain verbs, both in Croatian and English, e.g., *objavljene su/are published*, *prikazani/presented* or phrases *u većini studija utvrđeni su/ most studies have found* ect.

In the following sentence I have made another inversion to adapt the structure to the English language. *U Lancetu je objavljen pregled istraživanja psihološkog utjecaja karantene za prijašnjih pandemija (ebole, SARS-a i H1N1 virusa) na psihološku dobrobit ljudi. / A review of research on the psychological effects of quarantine in previous pandemics (Ebola, SARS, and H1N1 viruses) on people's psychological well-being was published in The Lancet.* The translation of this text was not particularly difficult, since the COVID -19 specific terms are ubiquitous in newspaper articles and therefore familiar to all.

5. Conclusion

The most difficult aspect of translating scientific articles was the specific terminology of the source text, related to the particular field, which had to be checked, e.g., terms, the names of the different theories, etc. To do this, I had to look up texts and literature on the subject in question.

Academic style always strives for conciseness and precision. Often a scientific text is divided into separate blocks for better understanding. This style should be fluent and understandable. Business terms are often understood in other languages because they are usually international. This functional style is characterized by a specific scientific and terminological vocabulary, and recently international terminology has been taking up more and more space in scientific texts.

In academic style, verbs are usually used in the timeless present tense: *results are presented*, *research shows*, etc. In English academic style, the frequent use of passive sentences is prominent, especially when presenting research results, the emphasis is placed on the results to make the text as clear as possible.

A translator should have in-depth understanding of the source and target language. It is equally important to know the cultural differences, because translating requires skill and experience to correctly analyse the meaning of words in the target language.

The aim of the thesis is to explore and apply appropriate techniques, strategies, and procedures to translate articles in such a manner that the target text is similar to the source text on every level of consideration used in translatology.

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