

Application of Formal and Dynamic Equivalence to Chosen Press Releases Published by the European Commission Related to the Issue of the Coronavirus Pandemic

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Abstract

The aim of this article is to analyse the scope of formal and dynamic equivalence in three press releases published by the European Commission in April 2020. The discussed press releases refer to the issue of the coronavirus pandemic and various measures taken by the Commission as a response to the crisis caused by the pandemic. Simultaneously, a particular attention is placed on the influence of the above-mentioned types of equivalence on the message covered by the press releases. Moreover, the study is based on three languages English, German and Polish. As the research shows, the two types of equivalence may apply to various aspects of texts introducing a wide range of effects to the translation. Whereas formal equivalence is usually present in shorter forms, dynamic equivalence corresponds to larger units of text. Additionally, it has been proved that the two types of equivalence are not applied in both translations to an equal extent.

Keywords: press release, translation, dynamic equivalence, formal equivalence, European Commission

Streszczenie

Zastosowanie ekwiwalencji formalnej i dynamicznej w wybranych komunikatach prasowych Komisji Europejskiej dotyczących pandemii koronawirusa

W ramach niniejszego artykułu przedstawiona została analiza zastosowania ekwiwalencji formalnej oraz dynamicznej w wybranych komunikatach prasowych Komisji Europejskiej, dotyczących pandemii koronawirusa w Europie oraz działań podjętych przez Komisję w związku z pojawiającym się kryzysem, wywołanym pandemią. Ze szczególną uwagą analizowany jest również wpływ ekwiwalencji zastosowanej w tłumaczeniu na przekaz komunikatu. Analizie poddane zostały trzy komunikaty prasowe, opublikowane na stronie internetowej Komisji Europejskiej w kwietniu 2020 roku. Ponadto badanie opiera się na

trzech wersjach językowych: angielskiej, która jest wersją źródłową omawianych komunikatów prasowych oraz jej dwóch tłumaczeniach: na język polski oraz niemiecki. Badanie wykazało zależność stopnia ekwiwalencji zastosowanej w tłumaczeniu od charakterystyki danego języka, a także cech językowych komunikatu prasowego. Ponadto zarówno w przypadku polskiej, jak i niemieckiej wersji językowej pomimo pojawienia się obu typów ekwiwalencji większość stanowi ekwiwalencja dynamiczna. Zabieg ten pozwala m.in. na doprecyzowanie informacji zawartej w danym komunikacie prasowym, a także ma wpływ na stopień zastosowanego ładunku emocjonalnego.

Słowa kluczowe: komunikat prasowy, przekład, ekwiwalencja dynamiczna, ekwiwalencja formalna, Komisja Europejska

1. Introduction

In year 2020 the whole world was confronted by a new, spreading virus SARS-CoV-2. Such an unprecedented situation required reaction on a national and international level. As a result, various measures have been taken also within the community of the European Union. In addition to the multiplicity of assistance measures and supporting programs implemented by the UE institutions, great emphasis was put on the flow of information through publication of the latest communications referring to the subject of coronavirus. The aim of this article is to analyse the application of formal and dynamic equivalence to the European Commission press releases and its influence on the message conveyed by them. The subject of research are three press releases: *Coronavirus: the Commission Mobilises All of its Resources to Protect Lives and Livelihoods* – published on 2nd April 2020, *Coronavirus: EU Medical Teams Deployed to Italy* – published on 7th April 2020 and *Coronavirus: Commission Calls on Member States to Optimise Supply and Availability of Medicines* – published on 8th April 2020. Additionally, the analysis involves publications written in three languages: English which was the source language and two translations, into Polish and German. The selected press releases discuss various aspects of the Commission's response referring to issues like economy, medicine, cooperation between the UE Member States, as well as functioning in the new reality. Special attention deserves also the language used in the discussed texts marked by a combination of specific terms with some level of formality and everyday speech.

2. The institution of the European Commission

According to Buchowska (2017: 70), the European Commission could be counted among the three most important institutions within the European Union. Its internet website provides a wide scope of information available for every citizen referring to its activity and legislation. However, its general role could be described as follows: “[t]he European Commission is the EU’s executive arm. It takes decision on the Union’s political and strategic direction”¹. Due to that, it plays an important role also during the crisis caused by the coronavirus pandemic which can be assumed from its official statement considering current situation in Europe:

The European Commission is coordinating a common European response to the coronavirus outbreak. We are taking resolute action to reinforce our public health sectors and mitigate the socio-economic impact in the European Union. We are mobilising all means at our disposal to help our Member States coordinate their national responses and are providing objective information about the spread of the virus and effective efforts to contain it ².

Worth noticing is also the fact that the European Commission as well as other institutions belonging to the European Union do not have one official language but could be characterized by the multiplicity of official languages (Stecconi 2010: 146). This special feature is emphasized by many scholars discussing this topic (Buchowska 2017, Szczurek 2008, Biel 2017). What is more, all 24 official languages are distinguished in Article 55 of the Treaty on European Union, which states as follows:

1.This Treaty, drawn up in a single original in the Bulgarian, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish languages, the texts in each of these languages being equally authentic, shall be deposited in the archives of the Government of the Italian Republic, which will transmit a certified copy to each of the governments of the other signatory States.

(Article 55, TEU)

Because of that Biel (2017: 31) draws attention to the important aspect of providing translated versions of legal documents and communications for all EU citizens. Moreover, the author

¹ Source: https://ec.europa.eu/info/about-european-commission/organisational-structure_en. Date: 15th April 2020.

² Source: https://ec.europa.eu/info/live-work-travel-eu/health/coronavirus-response_en. Date: 15th April 2020.

deliberates within the bounds of which category this type of translation could be described, emphasizing the phenomenon of institutional translation (Biel 2017: 32). According to Biel (2017: 32), who refers to Koskien (2008), Wagner et al. (2002) and Felici (2010), this type of translation could be defined as “affected by institutional norms.” Considering the scope of translation within the EU organisations, according to Buchowska (2017: 71) the greatest participation in this field could be assigned to the European Commission. Additionally, due to the fact that similarly to few others EU institutions it has its own group of translators and interpreters the European Commission could be described as largely independent in this field (Stecconi 2010, Buchowska 2017). Nevertheless, another important aspect of translation for the institution of the EU is the rule of no preference in terms of languages as all of them are marked by the same level of importance (Buchowska 2017, Stecconi 2010). However, simultaneously Buchowska (2017: 70) points out to the possibility of some urgent situations when the given text may be translated solely into few most recognizable languages. Mentioned shall be also some other aspect of distinction related to the translation of texts published by the European Commission discussed by Biel (2017: 36). According to information presented by Biel (2017: 36), where the author pleads the *DGT Translation Quality Guidelines*, the three texts discussed in this article belong to the Category C: Information for the Public. As the author continues, this category could be characterized in the following manner: “[t]he highest clarity and textual fit requirements are set for Category C which comprises mainly informative texts” (Biel 2017: 38).

3. Meaning of formal and dynamic equivalence in translation for the European Commission

Discussing the phenomenon of equivalence, its significance in translation for the institutions representing the European Union has been discerned among others by Biel (2017: 37), who simultaneously points out to its uniqueness and broadness. Moreover, according to Pieńkos (1993: 274) this phenomenon lays at the core of every type of translation belonging to the field of language for specific purposes. As Biel (2017: 37) continues, in the case of translation within the bounds of the European Union this phenomenon is required “to exist between all language versions of a legal instrument” (Biel 2017: 37). Another important criterion is to present the target text in such a manner which enables its understanding to all recipients speaking some of the official languages (Biel 2017: 35). Additionally, Buchowska (2017: 79)

raises an issue of legal regulations as they should be included in the equivalence relationship between texts.

Discussing the above-mentioned two types of equivalence introduced by Nida (1964), Leal (2012: 41) draws attention to their popularity and meaning within the field of translation. Their significant role is discerned also by other scholars like Małgorzewicz (2018: 83). Considering this phenomenon, Nida (1964: 159) discusses a subsequent division: “there are fundamentally two different types of equivalence: one which may be called formal and another which is primarily dynamic.” What is more, Pieńkos (1993: 272) points out that these two types are most adequate for various types representing the category of specialist translation. Due to that also analysis presented in this article will be based on the above-mentioned distinction. According to Nida (1964: 159), the first type of equivalence could be defined in the following manner: “[f]ormal equivalence focuses attention on the message itself, in both form and content (...) [it] is concerned with such a correspondence as (...) sentence to sentence, and concept to concept.” Due to that Pieńkos (1993: 272) suggests that this type of equivalence could be characterized by faithfulness of translation and avoidance of any unnecessary adjustments. What is more, one has to focus on translating specific terms (Pieńkos 1993: 273). However, according to Nida (1964: 160) this type of equivalence is seldom chosen by nowadays translators. This kind of reliance is observed also by Biel (2017: 52) in the case of translation for the institutions of the European Union, due to the fact that currently the main feature of such translations should be readability.

According to Nida (1964: 159), the second type of equivalence “aims at complete naturalness of expression.” Considering its particular features Leal (2012: 41) suggests that while achieving this equivalent effect translator should focus his/her efforts on the group of recipients of a given text. It could be observed that this notion enters into the policy of translating press releases discussed in this article because as pointed by Biel (2017: 38), considering this category “quality is achieved through the high localisation of translation to target language conventions, avoidance of jargon, naturalness and idiomaticity of translations.” Additionally, Pieńkos (1993: 272) suggests that the most important factor is generally the meaning itself which should be conveyed to the new public. To this point of view may perfectly correspond the observation made by Małgorzewicz (2018: 83), who understands dynamic equivalence within the bounds of similarity between the final information conveyed to its recipients. Because of that, some adjustments or changes are allowed in order to accomplish high readability of a given announcement (Małgorzewicz 2018: 87).

4. Analysis

4.1. Formal equivalence in translation for the European Commission

Although the implementation of formal equivalence in the translation of informative communications constitutes the minority and does not involve entire paragraphs or larger parts of texts its various examples considering smaller units of text could be discerned. It could be observed that generally formal equivalence is applied in the case of short, simple sentences, verbless sentences or subheadings. The reason for that may be the simplicity of structure which does not require various modifications as well as the need for brevity. Nevertheless, within this category two subcategories could be distinguished. The first one involves formal equivalence which exists between the original, English text and its two translations, Polish and German. Whereas in the case of the second subcategory the discussed type of equivalence appears solely between the source text and one target text, as in the second target text the translator decides to use dynamic equivalents

A prime example of formal equivalence applied in short sentences could be discerned on the basis of the press release *Coronavirus: EU Medical Teams Deployed to Italy*. This communication aims at informing citizens about the action undertaken by three European countries Austria, Norway and Romania due to the difficult situation in Italy caused by the pandemic disease. Although Norway is not a member of the European Union the press release informs that it takes part in the program applied in this situation³. The final sentence of the first paragraph looks as follows: “The Commission will coordinate and co-finance this European assistance”⁴. It could be observed that this sentence somehow summarizes the role of the European Commission in a collective help organized by the European community. Moreover, it is characterised by a simple structure and lack of nomenclature which may require some further explanation. Simultaneously, these features could presuppose occurrence of formal equivalence. Considering the two translations of the English text, in the case of the Polish version the reader is informed that: “Komisja będzie koordynować i współfinansować tę europejską pomoc”⁵; whereas German version states that “Die Kommission wird diese europäische Hilfe koordinieren und kofinanzieren”⁶. With regard to the presented examples, a faithful translation could be discerned and as a result, each language version employs future

³ Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_613. Date: 8th April 2020.

⁴ Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_613. Date: 8th April 2020.

⁵ Source: https://ec.europa.eu/commission/presscorner/detail/pl/IP_20_613. Date: 8th April 2020.

⁶ Source: https://ec.europa.eu/commission/presscorner/detail/de/IP_20_613. Date: 8th April 2020.

tense. Moreover, avoidance of the full title of the organisation could be observed because both the source text and two target texts use solely the second part of its official name. Nevertheless, such measure does not influence the reception of the given information making it equally transparent in every language and providing a similar function of this information. Discussing the level of formal equivalence applied in this example, the translator of the German version decides to implement some form of anglicism to describe the financial input of the European Commission with a greater precision of meaning, which might make the relation even more formal.

The second example will refer to the category of partial formal equivalence – appearing between the source text and one of the target texts. In the press release *Coronavirus: the Commission Mobilises All of its Resources to Protect Lives and Livelihoods* the reader is acquainted with the multiplicity of actions taken against the negative resonance of the pandemic considering the economic aspect of the countries belonging to the community of the European Union. Various means of support are described in separate paragraphs referring to different branches of economy. Although the translation of subheadings in this press release involves both formal and dynamic equivalence, examples of dynamic equivalence occurring in both target texts are beyond the scope of this section. The original version presents the following subheadings:

€100 billion to keep people in jobs and businesses running: the SURE initiative

-Delivering for the most deprived – the Fund for European Aid to the Most Deprived

-Supporting fishermen and farmers

Protecting our economy and people with all available means

-Redirecting all Cohesion Policy funds to fight the emergency

-The Emergency Support Instrument

More to come⁷

It may be concluded that such subheadings introduce particular approaches to different aspects of the crisis caused by the new virus. Because of their function, it could be suggested that subheadings must be presented in an understandable manner and give an overview of the disused situation. Additionally, these parts of the text should strictly correspond to the information included in a given paragraph. Discussing the level of formal equivalence applied in these examples, the following manners of translation in the case of the Polish version could be observed:

⁷ Source: https://ec.europa.eu/commission/presscorner/detail/en/ip_20_582. Date: 8th April 2020.

100 mld euro na utrzymanie miejsc pracy i przedsiębiorstw: inicjatywa SURE

-Pomoc dla osób najbardziej potrzebujących – Europejski Fundusz Pomocy Najbardziej Potrzebującym

-Wspieranie rybaków i rolników

Ochrona naszej gospodarki i obywateli za pomocą wszelkich dostępnych środków

-Przekierowanie wszystkich funduszy polityki spójności na walkę z kryzysem

-Instrument na rzecz wsparcia w sytuacjach nadzwyczajnych

Planowane środki ⁸

It could be observed that in the Polish target text three out of seven subheadings are characterized by a high level of formal equivalence, which refers not only to strict grammar correspondence but also to the conceptual one. This type of equivalence could be discerned in the titles of the paragraphs referring to agriculture and two following ones, discussing the support for the economy and the management of monetary resources. Considered could be also the motive of faithful translation in the enumerated examples in contrast to some modifications applied in the case of the remaining subheadings. It could be suggested that these examples present a clear message about the measures of protection; additionally, their grammar structure does not require any adjustments due to their similarity to the English structure.

However, a different level of formal equivalence appears in the case of the German translation, which could be observed not only on the basis of the relation between the source text and the German target text but also between two target texts. In this example the following translation is presented:

100 Mrd. EUR für den Erhalt von Arbeitsplätzen und zur Unterstützung von Unternehmen: die SURE-Initiative

-Hilfsbedürftige werden nicht vergessen – Europäischer Hilfsfonds für die am stärksten benachteiligten Personen

-Unterstützung von Fischern und Landwirten

Wirtschaft und Menschen mit allen verfügbaren Mitteln schützen

-Umschichtung aller kohäsionspolitischen Mittel zur Bewältigung der Krise

-Das Soforthilfeinstrument

-Wir werden noch mehr tun⁹

⁸ Source: https://ec.europa.eu/commission/presscorner/detail/pl/ip_20_582. Date: 8th April 2020.

⁹ Source: https://ec.europa.eu/commission/presscorner/detail/de/ip_20_582. Date: 8th April 2020.

Analysing the quoted examples, it could be observed that a complete formal equivalence between all three language versions occurs for example in the case of the subheading “- Supporting fishermen and farmers”¹⁰ what may generally result from its simple structure. However, discussing the notion of partial equivalence, between the source text and the German target text, it could be illustrated on the basis of the subheading “The Emergency Support Instrument”¹¹ as both versions present an exact equivalent of this phenomenon. However, the situation may be quite different for the Polish target text. Although the message corresponds to the same concept the translator decides for a more descriptive translation. One can assume that the objective of such translation may be high precision of the conveyed information.

4.2. Dynamic equivalence in translation for the European Commission

It could be observed that the relation of dynamic equivalence constitutes the majority in the translation of press releases due to the fact that the information is supposed to reach a significant group of recipients, who additionally are not required to be acquainted with the language of law or legal regulations. What is more, the subject of press releases is generally related to current issues. The discussed type of equivalence appears not only in larger units of the text, but also in the case of the subheadings introducing some paragraphs.

4.2.1. Subheadings

Some titles presented in the three press releases analysed in this article exemplify the relation of dynamic equivalence. That is why in this subsection I would like to again refer to the subheadings presented hereinabove, as they show the multiplicity of measures applied by their translators.

A prime example of dynamic equivalence could be the translation of the following subheading “Delivering for the most deprived – the Fund for European Aid to the Most Deprived”¹². It constitutes an introduction to the paragraph informing about the means of help provided to people who are not able to exist on their own usually due to some physical disabilities, which may refer either to elderly people or to disable ones as many of them receive help from the outside. Nevertheless, in the face of the pandemic it is advised to avoid social contact which could additionally handicap giving aid. The quoted subheading suggests

¹⁰ Source: https://ec.europa.eu/commission/presscorner/detail/en/ip_20_582. Date: 8th April 2020.

¹¹ Source: https://ec.europa.eu/commission/presscorner/detail/en/ip_20_582. Date: 8th April 2020.

¹² Source: https://ec.europa.eu/commission/presscorner/detail/en/ip_20_582. Date: 8th April 2020.

that those people would become the object of action of the European Commission which remembers about them while developing various solutions of the current crisis. Additionally, it could be observed that the language presented in the English version is very figurative, pointing out the scale of difficult situation concerning such people. A similar approach could be observed on the basis of the German version which through the usage of dynamic equivalence demonstrates even greater emotional charge as the subheading is translated in the following way: “Hilfsbedürftige werden nicht vergessen – Europäischer Hilfsfonds für die am stärksten benachteiligten Personen”¹³. Dynamic relation could be discerned on the basis of the first part of this sentence which, presented in a quite different form, suggests that necessitous people will not be left alone and furthermore, they could be in the centre of the Commission’s efforts. As a result, it acts as some kind of reassurance for those who fear for their future. Moreover, it emphasizes unity with people and coordination of the European community. Also the remaining part of the paragraph indicates the severity of this situation. Although the Polish version presents the same content dynamic equivalence in this example does not appeal to emotions with such a strength as it was in the case of the German translation. The reader of the second target text is acquainted with the following information: “Pomoc dla osób najbardziej potrzebujących – Europejski Fundusz Pomocy Najbardziej Potrzebującym”¹⁴. It could be observed that this translation similarly to previous ones assures its recipients of means of help that they are able to obtain. Nevertheless, the situation is described through a less emotional language with the usage of a fixed expression common for this topic.

Quite similar level of dynamic equivalence could be observed with regard to the last subheading in the discussed press release which states “More to come”¹⁵. This paragraph informs about the developmental character of the present situation which may require some additional reaction from the European Union. In the case of the Polish translation the following version could be found: “Planowane środki”¹⁶. As a result, the source text as well as the Polish target text present an equally informative subheading suggesting that some additional means of help are highly possible without emphasizing any emotional charge. However, quite different approach could be observed regarding its German translation, where the reader receives the following information: “Wir werden noch mehr tun”¹⁷. First of all, contrary to the two previous versions the translator decides to use a sentence instead of a

¹³ Source: https://ec.europa.eu/commission/presscorner/detail/de/ip_20_582. Date: 8th April 2020.

¹⁴ Source: https://ec.europa.eu/commission/presscorner/detail/pl/ip_20_582. Date: 8th April 2020.

¹⁵ Source: https://ec.europa.eu/commission/presscorner/detail/en/ip_20_582. Date: 8th April 2020.

¹⁶ Source: https://ec.europa.eu/commission/presscorner/detail/pl/ip_20_582. Date: 8th April 2020.

¹⁷ Source: https://ec.europa.eu/commission/presscorner/detail/de/ip_20_582. Date: 8th April 2020.

verbless sentence. What is more, as the verb *we* occurs the collective form of the action to combat coronavirus is emphasized. Additionally, the scale of the previously introduced means of help is underlined. Simultaneously, on the basis of the examples presented in this subsection it could be observed that dynamic equivalence allows for obtaining a greater level of emotional input and addressing the message directly to the particular group of recipients.

4.2.2. *Dynamic equivalence as means of implementation an emotional charge*

As previously discussed, the usage of dynamic equivalence enables regulation of the emotional background presented in a given message. Because of that, the message could be more vivid and easier in reception by the society, which corresponds to the trend of translation discussed by Biel (2017: 38). Such measures could be observed not only in the case of the subheadings introducing text, but also within the structure of the paragraphs. Moreover, the emotional charge is directly related to the current situation in Europe and the whole world as it influences life of citizens who may be highly uncertain about their future, especially considering financial aspects.

A prime example of these measures could be observed on the basis of the press release *Coronavirus: EU Medical Teams Deployed to Italy*. The overview of the situation is presented in the very first paragraph which states that:

A team of European doctors and nurses from Romania and Norway, deployed through the EU Civil Protection Mechanism, is being immediately dispatched to Milan and Bergamo to help Italian medical staff working to battle coronavirus. Austria has also offered over 3,000 litres of disinfectant to Italy via the Mechanism. The Commission will coordinate and co-finance this European assistance ¹⁸.

The quoted paragraph has been translated in the following way into the Polish language:

Zespół europejskich lekarzy i pielęgniarek z Rumunii i Norwegii został niezwłocznie oddelegowany w ramach Unijnego Mechanizmu Ochrony Ludności do Mediolanu i Bergamo, aby pomóc włoskiemu personelowi medycznemu w walce z koronawirusem. W ramach tego samego mechanizmu Austria zaoferowała Włochom ponad 3 tys. litrów środka dezynfekcyjnego. Komisja będzie koordynować i współfinansować tę europejską pomoc ¹⁹.

¹⁸ Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_613. Date: 8th April 2020.

¹⁹ Source: https://ec.europa.eu/commission/presscorner/detail/pl/IP_20_613. Date: 8th April 2020.

Comparing the two texts it could be observed that this target text constitutes a rather faithful translation of the source text with a similar level of the emotional input, featuring by highly informative and official language. Additionally, the translator introduces rather minor modifications within the bounds of grammar or structure adjusting the paragraph to the conventions of the Polish language. The subject of change is generally the word order. For example, a word describing the location of the medical team has been used only once in the Polish version, in contrast to the two synonyms applied in the source text. Additionally, in the case of the target text the reader is explained that the support offered by Austria constitutes the part of the same mechanism which allows for the secondment of the medical teams to Italy. Simultaneously, drawing attention to information implicitly stated in the source text. However, even greater level of dynamic equivalence could be observed on the basis of the German translation, which presents as follows:

Ein Team europäischer Ärzte und Krankenschwestern aus Rumänien und Norwegen wird umgehend im Rahmen des EU-Katastrophenschutzverfahrens nach Mailand und Bergamo entsandt, um italienische Kollegen bei der Bekämpfung des Coronavirus zu unterstützen. Österreich hat angeboten, über das Katastrophenschutzverfahren mehr als 3 000 Liter Desinfektionsmittel nach Italien zu liefern. Die Kommission wird diese europäische Hilfe koordinieren und kofinanzieren²⁰.

The main modification which could be discerned in the quoted paragraph involves the nomenclature used for the description of the group of Italian doctors and nurses. Whereas in the case of the two previous versions the reader becomes acquainted with a rather formal name referring to medical teams in general, the translator of the German press release used a less formal equivalent “italienische Kollegen”²¹ pointing out to the existence of some kind of friendship relation transcending the formal character of this profession. Simultaneously, the implementation of an increased level of the emotional charge could be observed, which influences the level of formality of a given paragraph presenting it in a more natural and everyday language. Because of that, the recipient could observe some sense of unity between the medical workers who are obliged to manage the current difficult and unprecedented situation. The implementation of such means of translation could additionally presuppose some aspect of reassurance and cooperation which may serve as an example of support and common work. However, this approach to translation could additionally be reasoned by a

²⁰ Source: https://ec.europa.eu/commission/presscorner/detail/de/IP_20_613. Date: 8th April 2020.

²¹ Source: https://ec.europa.eu/commission/presscorner/detail/de/IP_20_613. Date: 8th April 2020.

similar vocabulary appearing in the subsequent part of the discussed press release. Additionally, the translator decides to apply some structural changes involving word order which can be exemplified by the repetitive usage of the European program's name due to which a support to Italy is provided.

A similar role of dynamic equivalence with even greater emotional charge could be observed on the basis of the translation of the statement announced by the Commissioner in charge of Health and Food Safety – Stella Kyriakies, quoted in the press release *Coronavirus: Commission Calls on Member States to Optimise Supply and Availability of Medicines*, where she comments the need for a politic disposing of available medicaments as a chance for defeating the pandemic. The Commissioner states:

This unprecedented health crisis is putting our health care system under enormous strain - with stocks of essential medicines in many European hospitals at risk of running low. We cannot afford to have shortages of life-saving medicines at such a critical moment ²².

It could be observed that the message in its original version could be characterized as the emotional one drawing attention to the seriousness of the situation and preparing the audience to deterioration of the current conjuncture. However, especially the German translation presents it in a somehow more emotional way emphasizing the role of the Commission as well as social responsibility due to this case. It is stated that:

Diese beispiellose Gesundheitskrise setzt unsere Gesundheitssysteme enorm unter Druck, und in vielen europäischen Krankenhäusern besteht die Gefahr, dass die Bestände an unentbehrlichen Arzneimitteln zur Neige gehen. In einer derart kritischen Phase müssen wir Engpässe bei lebensrettenden Arzneimitteln um jeden Preis vermeiden ²³.

Worth noticing is especially the final part of this translation as it states not only that people cannot allow for a shortage of medicines but also that the Commission in cooperation with the Member States and citizens will apply every possible means to avert such situation, even if they will have to bear enormous costs. Because of that, one could assume that human's life is put as a priority for the European Commission. But simultaneously, it allows to depict the scale of this problem emphasizing the lack of approval of an unconsidered decision. Moreover, it could be assumed that such presentation of the current situation may be better received and understood by the citizens.

²² Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_622. Date: 8th April 2020.

²³ Source: https://ec.europa.eu/commission/presscorner/detail/de/IP_20_622. Date: 8th April 2020.

As an additional means of strengthening the discussed message, the Polish target text presents a very figurative equivalent of the diminishing number of available medicines. The aim of such measure may also involve drawing attention to the scale of the crisis as it is stated that “zapasy podstawowych leków w wielu europejskich szpitalach są bliskie wyczerpaniu”²⁴. Due to that, the reader receives information not only about the limited amount of medicines but also about the threatening possibility of its complete lack. It can be assumed that in the case of both discussed translations the relation of dynamic equivalence enables depiction of an actual, serious situation which can demonstrate a significant link with increased responsibility for behaviour.

4.2.3. *Dynamic equivalence as clarification of the presented situation*

During the process of translation one could encounter some difficulty related to the precision of meaning. As some languages give the possibility to describe a given phenomenon with higher precision presenting various nomenclature referring to different aspects. On the contrary, other languages treat such phenomena more holistically featuring by a smaller range of vocabulary which may depict them. Due to that dynamic equivalence could also serve as means of some additional particularising, which enables to explain a given situation more specifically.

Two various approaches to the clarification of meaning could be observed on the basis of the translation of the statement declared by the President of the European Commission, Ursula von der Leyen, who explained that:

These nurses and doctors, who left their homes to help their colleagues in other Member States are the true faces of European solidarity. The whole of Europe is proud of you. The Commission is doing everything it can to help Italy and all our Member States at this time of great need²⁵.

The first approach could be exemplified by the German translation characterized by the high precision of meaning related to various spheres of life. As a result, instead of division into “nurses and doctors”²⁶, German recipients are acquainted with a broader classification, involving both genders of these professions: “Diese Krankenschwestern und Krankenpfleger, Ärztinnen und Ärzte, die ihre Heimat verlassen haben, um ihren Kollegen in anderen Mitgliedstaaten zu helfen, sind das wahre Gesicht der europäischen Solidarität. Ganz Europa

²⁴ Source: https://ec.europa.eu/commission/presscorner/detail/pl/IP_20_622. Date: 8th April 2020.

²⁵ Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_613. Date: 8th April 2020.

²⁶ Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_613. Date: 8th April 2020.

ist stolz auf Sie“²⁷. Although such division may seem unnatural or even redundant to Polish and English audience in fact, it is not only widely used in the case of German but also presupposed by the rules of this language. Due to that, the presented situation seems to be clarified as any person involved in the program of support would not be omitted. The quoted paragraph presents also some additional means of clarity and adjustment to the norms of this language related to salutation. Whereas in English it is common to use the form *you* while addressing somebody in the case of German such situation would be rather unprecedented. It is accurate to use forms like *Frau* and *Herr* accompanied by a surname, which could be translated into Madame and Sir, also in everyday speech. Whereas in the case of a collective form related to the third person plural it is advisable to use the form *Sie*. That is why in the case of the German version such form appears to address the medical staff travelling to Italy. Moreover, it could be suggested that this adjustment was highly necessary to convey a clear message and furthermore to emphasize the appreciation expressed by the European Commission.

However, a different strategy is applied in the case of the Polish translation. Due to the fact that the Polish language describing professions inclined to the usage of the collective form marked by the masculine personal gender the medical team has been described as “Pracownicy medyczni”²⁸, worth noticing is also the fact that such nomenclature functions commonly in the Polish culture. As a result, the presented dynamic equivalence could not be treated as generalisation but rather adjustment to the culture realities and that is why the enumeration implement in the German target text would probably derange the coherence of the Polish text. Additionally, a higher level of formality is emphasized. Following this approach, the translator once again does not describe Italian medical workers as *colleagues*, but rather addressed them with the usage of their formal position.

What is more, the high precision of the German language demonstrated earlier could be found not only in the description of the professions but also with regard to medical equipment. That is why, the following information presented in the source text: “Several EU Member States have also sent protective equipment such as masks, overalls and ventilators to Italy, as well taking Italian patients for treatment in their countries”²⁹ characterized by the enumeration of various objects donated to Italy exemplifies the relation of dynamic equivalence in the German target text. Simultaneously, this translation demonstrates the

²⁷ Source: https://ec.europa.eu/commission/presscorner/detail/de/IP_20_613. Date: 8th April 2020.

²⁸ Source: https://ec.europa.eu/commission/presscorner/detail/pl/IP_20_613. Date: 8th April 2020.

²⁹ Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_20_613. Date: 8th April 2020.

further classification of the equipment considering its application during the treatment of patients and the protection of medical workers: “Auch mehrere EU-Mitgliedstaaten haben Schutzausrüstungen wie Masken, Schutzkleidung und Beatmungsgeräte nach Italien geliefert und italienische Patienten zur Behandlung bei sich aufgenommen“³⁰. As a result, the equipment is divided into various categories which can be translated in the following manner: protective equipment, protective suit and respirators. It could be assumed that such modifications eventuate from the need of clarity as well as capability of a given language.

A similar scope of dynamic equivalence could be discerned in the Polish example which similarly introduces some classification. That is why Polish citizens receive the following information: „Kilka państw członkowskich UE również wysłało również do Włoch respiratory i sprzęt ochronny taki jak maski i kombinezony, a także przyjęły pacjentów z Włoch do swoich szpitali”³¹. First of all, one can discern some shift in the word order which demonstrates a significant link to the implemented classification. Due to the revised scheme of word order the mechanism enabling patients to breathe has been divided from the personal protection equipment, which introduces high clarity of meaning. Additionally, some explanation of the implicit message stated in the source text could be observed as the exact place of foreign patients’ treatment is stated. Simultaneously, one could assume that all dynamic equivalence relations discussed in this example have an informative character and furthermore may be somehow imposed by the language of the target text.

5. Conclusion

The analysis have confirmed the implementation of both formal and dynamic equivalence in Polish and German translations of press releases published by the European Commission related to the issue of the coronavirus pandemic. However, the implementation of dynamic equivalence substantially outnumbers the formal one constituting the majority of translation solutions. As a result, in the context of the pandemic dynamic equivalence enables to present some information more precisely or to implement some emotional charge. Nevertheless, worth noticing is also the fact that this phenomenon does not involve both translations equally. The highest level of dynamic equivalence could be observed in the case of the German translation as modifications implemented within the bounds of this type of equivalence do not refer solely to the language structure but also somehow introduce a given message into the German

³⁰ Source: https://ec.europa.eu/commission/presscorner/detail/de/IP_20_613. Date: 8th April 2020.

³¹ Source: https://ec.europa.eu/commission/presscorner/detail/pl/IP_20_613. Date: 8th April 2020.

realities providing classification characteristic to this culture. For example, usually both genders of the discussed professions are stated instead of a one collective name frequently encountered in the Polish culture that is why such modification has been applied in the translation of the English text. The manner of addressing other people could be also described as significant, due to the fact that Germans are not used to address somebody with the usage of the second person plural or singular because it could be considered as inappropriate. That is why such forms are generally translated as the third person plural to convey the realities of communication. Moreover, one could discern some expressions belonging to the category of everyday language as well as emphasizing emotional input. Additionally, the German translation places a special emphasis on the sense of community. Considering the Polish translation, dynamic equivalence is to a large extent related to the modifications within the sentence structure. Nevertheless, as a result Polish translations are characterized by the high level of formality. Additionally, it may be assumed that in this case the translator's aim was to provide a faithful translation of the source text. Moreover, it could be observed that an additional factor determining the scope of equivalence, apart from the translator's intention, is the stylistic aspect of a given language which allows for various modifications in a particular context.

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