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## Sugar and Spice Ain't Anything Nice

On the translation of professionals' and amateurs' articles on "killer food"

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### Abstract

This thesis will discuss the differences between professional and non-professional Dutch and English texts informing the readers of the dangers of sugar and tobacco consumption. While the hazards of smoking are widely known, the anti-sugar lobby is a fairly recent phenomenon. The thesis demonstrates how this has affected the articles written about either subject. The analyses in the first chapter reveal several differences between professional and non-professional texts as well as Dutch and English texts, especially where the use deixis and modal verbs are concerned. It pays special attention to the various persuasion strategies used by the authors, which are not only influenced by the manner in which the author is involved in the issue, but also by the audience's culture. The second chapter identifies and attempts to solve the various translation problems which occur on pragmatic, cultural, linguistic and text-specific levels when translating articles into the Target Language. Chapter three contains a critical analysis of the translation tool used to identify the articles' text type: the Text Type Triangle by Dr. Chesterman, which is based on the nowadays outdated text typology developed by Katharina Reiss. Reiss's text typology, and in extension the Triangle, was developed long before the Internet, which has a profound effect on the manner in which people communicate, became available to the average person. This chapter introduces an updated version of the Triangle, which does take the Internet as a means of communication into account. Finally the conclusion will summarise the questions

answered and the data presented in the thesis and will also ask several questions which were raised by the analyses, but which could not be answered.

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In this Master's Thesis I will analyse texts that discuss the effects of sugar and tobacco consumption on people. While each text has the same basic purpose of persuading the reader to follow the author's advice, the texts assume very different forms. Therefore, each text will need to be translated in a different manner. I will attempt to shed light on the differences between these texts and determine a translation strategy<sup>1</sup> for each text.

Rather than looking at scientific texts written for doctors, I will be analysing four texts written for the everyday reader; texts that can be found on the Internet and in magazines. Half of the texts will be (digital) magazine articles found on high quality sites such as The New York Times and CNN websites. The other half will consist of weblogs, mostly written by authors who have no medical background. Differences between the professional and non-professional texts will become apparent, for example lack of emotion versus emotion, objectivity versus subjectivity, formality versus informality, lack of conspiracy theories versus a presence of conspiracies and the persuasive strategies used in texts which attempt to convince the reader into accepting the stated information as truth. Analysing the texts will teach us whether those differences are universal or whether there are exceptions. The analyses will create a guide according to which a translation strategy can be developed. It should be noted that these four texts do not represent the genres "professional article" and "weblog" as a whole and any conclusions drawn only refer to these texts and not to other articles and blogs.

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<sup>1</sup> "Translation strategy" is not meant to be interpreted as an official term; it is merely a short description of a principle.

While analysing these texts, I made use of Katharina Reiss' text typology model and Andrew Chesterman's text type triangle. Reiss's model contains a number of types a text can belong to and which are based on the purpose (or function) of the text. These types can be used by translators to establish a strategy, or method, for translating their texts. Chesterman's text type triangle is a model which puts these text types into a visual context, allowing the translator to quickly identify a text's type and determine the most appropriate translation method. The benefit of both models is that they are concise; the information in Reiss's model can easily be contained into a small chart, while Chesterman's model is a "picture" which instantly provides the information the translator needs to determine the dominant text type of the article they are working on. Since Chesterman's text type triangle is based on Reiss's model, they form a perfect combination.

Nonetheless I found both models to be insufficient for my research. While the models were new in the 1970s, when Reiss developed her text typology, time has moved on since then. The Internet introduced several means of written communication unlike anything seen before, such as online forums, chatboxes and weblogs – and with them new sorts of text, such as forum comments, chat messages and blog posts, which have their own syntax, grammar and lexicon. None of these examples are adequately covered by Reiss's model. It will need to be updated in order for it to be useful in determining the correct translation method for these new texts.

Chapter 1 of my thesis will cover the various texts and the persuasion strategies the

authors used; first the English texts, starting with no smoking and ending with no sugar, then the Dutch texts. While analysing these texts, I discovered many similarities between the different sorts of texts. The professional articles, whether Dutch or English, tend to either use simplified language with very short sentences, or they are quite informal with low register. The weblogs also use informal language, but that was probably not done intentionally, as weblogs are relatively low-register and informal by nature. Finally, both articles and weblogs use modality as a persuasion strategy, specifically epistemic and deontic modality. According to the semantician Patrick Griffiths,

**Epistemic** interpretations have to do with knowledge and understanding.

Markers of epistemic modality are understood as qualifications proffered by speakers or writers (or from someone they are reporting) regarding the level of certainty of a proposition's truth. (Griffiths, 2009, p. 112)

Whereas

**Deontic** interpretations of modality relate to circumstances grounded in society: duty, morality, laws, rules. Deontic modality lets language users express their attitudes (or relay the attitudes of others) as to whether a proposition relates to an obligatory situation or a permissible one, or somewhere in between. (Griffiths, 2009, p.113)

In the analyses of the persuasion strategies, we will notice that the authors heavily depend on causality and epistemic modality to bring their message across. The weblogs, in contrast, lean towards using the imperative form and *deontic* modality, because the authors are genuinely passionate about trying to change the ways of their readers. The overall nature of persuasion strategies will not be explored; while it is definitely a fascinating subject which has been extensively covered in works such as *The Dynamics of Persuasion* by Richard Perloff, they are not the main focus of this thesis. Instead, I will focus on the linguistic aspects of the persuasion strategies each text writer used.

The (unlisted) author of the book *Primer of Communication Studies* lists several basic persuasion strategies which can be applied to persuasive speaking as well as writing:

- **Ethos.** Develops a speaker's credibility.
- **Logos.** Evokes a rational, cognitive response from the audience.
- **Pathos.** Evokes an emotional response from the audience.
- **Cognitive dissonance.** Moves an audience by pointing out inconsistencies between new information and their currently held beliefs, attitudes, and values.
- **Positive motivation.** Promises rewards if the speaker's message is accepted.
- **Negative motivation.** Promises negative consequences if a speaker's message is rejected.



- **Appeals to safety needs.** Evokes an audience's concern for their safety and the safety of their loved ones.
- **Appeals to social needs.** Evokes an audience's need for belonging and inclusion.
- **Appeals to self-esteem needs.** Evokes an audience's need to think well of themselves and have others think well of them, too. (Primer on Communication Studies, 2012)

The analyses of these texts will reveal that every single one contains the **Cognitive dissonance** and **Appeals to safety needs** strategies; the texts all attack various myths and state how sugar and smoking are not safe for health. The analyses also revealed that the professional articles as well as the blogs rely on **Negative** as well as **Positive motivation**, the most significant difference being the manner in which the news is delivered in terms of **Pathos** and **Logos**. Similarly, the professional articles seem to combine **Logos** and **Pathos**, using reliable but intimidating information in order to trigger an emotional response in the audience, whereas the weblogs favour **Pathos** and use emotional arguments rather than verifiable information from time to time – a strategy which should be used with caution: “Since emotions are often reactionary, they fade relatively quickly when a person is removed from the provoking situation.” (Fletcher, 342)

**Ethos** is a partitioned strategy, which consists of the elements **Competence**, **Trustworthiness** and **Dynamism**. **Dynamism** is largely irrelevant to this investigation because it refers to forms on non-verbal communication (charisma and energy), while writing is a verbal means of communication. **Competence** and **Trustworthiness** are relevant, because they indicate the

“legitimacy” of the information in the article. Since the professional articles have been written by professional writers who back up their claims with verified sources, their articles come across as more legitimate than the weblogs, Dr. Nancy Appleton’s article not included.

In contrast, **Appeals to self-esteem needs** is virtually only featured on *Stoprokenblog*. Its users constantly congratulate each other on their achievements, providing each other not only with support, but also an increased sense of self-worth. The other articles focus on the health issues more than the social issues (the rather incoherent *Illuminati Cigarettes* being the exception), so this strategy is not relevant to them.

Curiously missing is **Appeals to social needs**. While smoking is becoming more and more controversial, mostly because of its effects on the smoker’s environment, such as passive smoking or a foul odor, it is not so taboo that smokers have become complete outcasts. The consumption of sugar has not developed into a social taboo and probably never will because it does not directly affect those around the consumer the way smoking does. This renders the strategy ineffective.

Similarly to chapter 1, chapter 2 will reveal that the translation problems created by professionally written articles and weblogs are of different natures. While the professional articles have to adhere to a certain standard, they do share translation problems. Both *Why is smoking bad for you?* and *Is sugar really that bad for you?*, for example, contain statistics which are

irrelevant to an audience not living in the country those statistics refer to. *Why is smoking bad for you?* and *Verboden suikervervanger stevia is wondermiddel* mention NGOs and/or government agencies which may not ring a bell for readers who are not from the country the articles were written in. In contrast, the weblogs each feature their own, text-unique translation problem, like *Illumini Cigarettes'* subpar grammar and *Suiker kan deel uitmaken van een gezond voedingspatroon!?*, which contains a large dose of sarcasm. *Stoprokenblog* in turn features a translation problem which consists of the many visual aids which are meant to influence the readers into quitting smoking and which cannot readily be transferred to text.

The final chapter will discuss the text typology model by Katharina Reiss, although briefly, and will focus on Chesterman's text type triangle and will introduce a new model designed to correct the shortcomings of Reiss's and Chesterman's models.

## Chapter 1: Text Analyses

As stated in the introduction, the first text is a non-smoking text from Medical News Today, a website hosted in the USA which compiles medical articles from renowned papers such as the Lancet and also includes articles written by its own staff. It includes an archive of medical articles and users are able to reply to the different articles and have discussions on the forums. It is also regarded a reliable website.

The original article was written in 2004, initially hosted on another site and has been updated ever since. It contains links to other Medical News Today articles, but it is not clear whether they

have been put there manually, or whether they have been added automatically based on keywords. This makes this text a link in a chain of texts which the guests are supposed to read to understand the full extent of the danger of smoking.

The text begins with a question; "Why is smoking bad for you?" and proceeds to answer the question using different facts and examples. It lists two sources: the American Heart Association and Cancer Research UK. There is one "mystery source": scientists who say there are over 4000 compounds in cigarette smoke. It is never explained who those scientists are and what methods they used to separate and identify those compounds. The text does, however, contain a link to the list of those compounds and how they (negatively) affect your health. This text has no explicit conclusion.

The author does not employ many overt persuasion strategies. The imperative form is used once in the paragraph "Click here to see a longer list of harmful chemicals found in cigarette smoke and how they can harm you.", which technically only orders the receiver to click a link and is not directly referring to any activity related to smoking. It is also used in the paragraph about tar, where the smoking receiver is instructed to do the handkerchief test to see how much tar cigarette smoke contains and how much actually remains inside the lungs.

In spite of the lack of overt strategies, the text does contain some constructions that may be perceived as *covert* persuasion strategies. The first one is the title. "Why is smoking bad for

you?" It indirectly states smoking is bad, rather than neutrally asking "Is smoking bad for you?" and cleverly addresses the receiver and persuades him to read the list of negative financial and health-related effects of smoking (the list may be considered another strategy). It thus introduces *deixis* as a persuasion tactic. According to Griffiths

**Deictic** expressions are words, phrases and features of grammar that have to be interpreted in relation to the situation in which they are uttered, such as *me* 'the sender of this utterance' or *here* 'the place where the sender is. (Griffiths, 2009, p. 14)

While it often speaks of smokers in the third person plural form, the author also addresses the readers specifically, using "you" and occasionally "we". Using "we" creates a sense of equality, which indicates the author does not place themselves above the readers of their text, even if they take the position of the teacher, while the readers are the students. Addressing the reader with "you" from the start may come across as "preachy", which will not be appreciated by all readers. Once this equality has been established and confirmed, the author can start addressing the readers with "you" and can start teaching them. The benefit of using "you" in favour of "smokers", "they" or "one", is that it creates a sense of urgency. The author addresses *you*, they want to help *you*, *you* are in danger. Using "they" creates a situation where the reader can relatively easily exclude themselves from the group that is supposedly in danger. "You" will force readers to face the facts and will hopefully convince them to stop whatever behaviour is causing them damage.

Nonetheless, Mr. Nordkvist does occasionally refer to the target audience with "they" or "smokers". This is especially important when trying to explain how the target audience feels. When an author produces a sentence such as "You're hooked on nicotine and therefore you can't stop smoking", they may trigger an "How the hell would you know how I feel?" reaction. Telling a person how he feels, indirectly indicating that the author knows what is best for you, comes across as very patronising and may not only distract the readers from the gist of the story – it may annoy them to the point that they quit reading altogether and never see the vital information the author is trying to show them. To prevent that, authors should indirectly address the reader, which can be done by using "they" or "we", either allowing the readers to conveniently exclude themselves from the target group while still remaining interested in the information, or by creating that sense of equality that was discussed earlier on in this chapter.

As discussed in the introduction, the articles use causality and epistemic modality as rather covert persuasion strategies. Mr. Nordkvist uses causality in its most simple form when bluntly stating "lung cancer is one of the most common causes of cancer deaths in the world" and proceeding to list the types of cancer smoking causes and explaining how smoking kills. In contrast to the omnipresence of causality in this particular text, epistemic markers appear to be largely absent. While the marker "can" is used so now and then to indicate a possibility not set in stone, epistemic modality is more often used in a more indirect manner. Rather than using "can" or "may", Mr. Nordkvist uses "are much more likely to have", "the risk of [...] is huge" and "has a considerably higher risk of". The difference between these expressions and epistemic markers, is that when something *can* or *may* happen, the possibility that it *cannot* or *may not*

happen is also included. Epistemic markers that way enable the readers to disregard the information contained in the article, because there is a significant possibility that nothing will happen to them.

The chemicals cigarette smoke contains are directly linked to matters the receiver can relate to and which are neither attractive nor appetising: nicotine is used in insecticide, carbon monoxide is found in exhaust fumes. The text does not directly tell the receiver smoking is equal to sucking a car exhaust pipe, or at least as nonsensical, but leaves it to the reader's skills of deduction; while smoking a herb may seem harmless, the chemicals a smoker ingests are actually the same as those found in smelly exhaust fumes and lethal insecticides!

The text continuously addresses the differences between smokers and non-smokers; smokers die sooner and get sick more easily, that way persuading the smoking receiver to stop smoking and the non-smoking receiver to never start. While the smoker is presented with a bright "post-smoking" future, the non-smoker is given an indirect thumbs up and is informed that he will most likely live a healthier life than smokers.

Very clever potential strategies are the options to "retweet", share and to leave comments. The article functions as the opening comment of a forum thread, where people can leave their opinions. These people can supply personal experiences with smoking or non-smoking and can provide each other with advice. Any additional information they might have

can be added to the article without the author being responsible for it should that information be wrong. Likewise, they allow an emotional take on the subject, something the author cannot do. The author is supposed to be an objective professional; if he allowed his emotions to get the better of him, he would come across as biased. The posters now take care of that aspect, adding more power of persuasion to the information within the article, while the author (or rather, the cause he is fighting for), who cannot be held responsible for the content of the comments, reaps the benefits. Retweets and shares allow readers to forward the text to others so more people will read it.

The target audience of this text appears to be smokers, especially those who are considering quitting. Hence the "you". The amount of information in the text, the reference to pregnancy and the "self tests" it contains hints the text is not meant for smoking teenagers, but more likely for young adults who care about their health and would like to know what they should and should not do to stay healthy.

This text is a rather generic "magazine" style article, which is a fairly standard style used for professional health articles. The differences between it and one of its more extreme counterparts are quite significant.

Its counterpart originates from a website called [extremelifechanger.com](http://extremelifechanger.com), which is a fairly unknown website. It is a Christian website that is meant to show the "truth" to the reader, which mostly happens in the form of launching one conspiracy theory after another. The text does not



come across as written by a professional writer; the grammar and spelling are subpar, the many different fonts the author uses create a chaotic effect and the many pictures and animations cause the hundreds of web pages to load very slowly even on fast Internet connections. The conspiracy theories are often not backed up by facts and the author displays confirmation bias, accepting or rejecting information as he sees fit. Several of the articles contain graphic and inappropriate pictures, mostly depicting people. The articles usually conclude that whatever the writer is discussing is linked to the New World Order and ultimately to Satan. Virtually every article ends with a number of flashy pictures and brightly coloured sentences that spell out this message:

**I'M TAKEN BACK MY LIFE! "FROM EVIL"**

**ARE YOU?**

**IF YOU DIED TONIGHT, WOULD YOU GO TO HEAVEN? ARE YOU SAVED? \*moving animation\***

**IT'S NOT COINCIDENCE YOUR VIEWING THIS SITE IF YOU DON'T KNOW THE KING OF KINGS AND SAVIOR (*Jesus*)**

**YAHUSHUA CHANGE YOUR LIFE RIGHT NOW AND GO TO GOD'S OPEN ARMS**

**SAY THIS PRAYER RIGHT NOW AND BE BORN AGAIN!**

**\*picture of prayer, which has been copied and pasted from another source\***

**And get Baptize it will change your life!**

**Please tell others about this site thank you.**

This website's "no smoking" article does not differ from the other pages. It is called "ILLUMINATI CIGARETTES" and displays many embedded pictures of cigarette boxes. The author uses the designs of these boxes as evidence to strengthen his conclusion that cigarettes are satanic. Triangles equal the Illuminati pyramid, circles represent the ancient Egyptian sun god Ra and "slashes" are the symbol of the heathen god Saturn. Manneken Pis is included as an Illuminati symbol, because it can apparently be found on the Camel Cigarette boxes along with a lion trying to trample him, but the exact link between the real Manneken Pis and the Illuminati is never explained.

Below the pictures of cigarette boxes and their explanations is a list of pictures copied from anti-smoking websites; those pictures show the health risks of smoking. The author comments to the pictures only once: "AND YOU WILL GO BROKE\$\$\$\$" This is definitely an anti-smoking text, but in contrast to *Why is smoking bad for you?*, it does not qualify as a health text.

The negative effects on people's health do not seem to be as significant as the supposed effect on one's soul; they are not discussed. There is a link to "smoking facts how it can kill you" close to the top of the text, but in order to view it you will supposedly need to log in – this is actually not required. Directly below it is a link to another extreme life changer article that only contains pictures copied from smoking campaigns and does not include any text written by the

author himself. It only displays the Prayer of Salvation at the end.

The basic structure of the Illuminati Cigarettes texts is as follows:

Title

Thesis: cigarette box logos are magical spells that lead to people's deaths

Examples and short explanations

Non-smoking campaign pictures

No conclusion (thesis is the conclusion)

*Why is smoking bad for you?* and *Illuminati Cigarettes* are texts written by authors with a similar goal in mind, but nonetheless differ from each other in several respects. While *Why is smoking bad for you?* takes the shape of an informative text with operative undertones, *Illuminati Cigarettes* is an operative text which contains informative elements. This may be explained by the Medical News Today's text having been written from a relatively emotionless point of view, while *Illuminati Cigarettes* was written by a man who appears to be very frightened and strongly believes in conspiracy theories. Fear is a powerful emotion which can cause a person to act in an instant; the speaker hardly bothers with behind the screens manipulation and tries to "operate" the receiver then and there – something which does not work to his advantage. In his book *The Stuff of Thought*, the linguist Steven Pinker explains that ordering people around in order to get something done is counter effective:

Commands and requests are among the most face-threatening speech acts, because they challenge the hearer's autonomy by assuming her readiness to comply. The speaker is ordering the hearer around, or at least putting her out, something you don't do to a stranger or a superior and might even think twice about doing with an intimate. (Pinker, 2008, p. 382)

If an author wishes to be taken seriously, they will have to avoid demanding the reader to "do this and believe that". Ordering a person around creates an air of inequality, which is generally not appreciated by the party that receives the orders.

As *Why is smoking bad for you?*'s counterpart, *Illuminati Cigarettes* differs from it where both causality and epistemic markers are concerned. Mr. Cardona's text does not focus on health as much as it focuses on the subliminal messages the *Illuminati* attempts to convey to innocent people; all it does is list them and explain them to some extent. The only epistemic marker that recurs from time to time is "will", which indicates a very strong certainty and simultaneously denies other possibilities. Causality appears virtually absent, because the author never *explicitly* states that one caused the other; he describes meanings, not causes.

The use of deixis differs as well. While Mr. Nordkvist most probably knows how to efficiently use (or abuse) deixis to emphasise the message he tries to convey, it is not clear

whether Mr. Cardona made conscious use of deixis when writing his article. He does use “we” and “you” instead of “people” or “they”, thus addressing the readers and grouping himself in with them, but switches them out rather randomly. Furthermore, in contrast to Mr. Nordkvist, he sometimes lectures the readers and puts words into their mouths. The difficulty with this text, though, is that it was written by a person who is not a native speaker of English. Perhaps the use of deictic markers is different in his own language, or he built his text on a template also used in “donderpreken”, which also tend to address the hearer with “you” rather than “we”. It appears that Mr. Cardona is aware of the concept of deixis, but has not mastered it the way Mr. Nordkvist has.

The speaker immediately invites the receiver to analyse the logos on the cigarette boxes with him, using the personal pronoun “we” to establish a sense of “we’re in this together” and orders the reader to visit relevant links. He also orders the reader, and himself, to “wake up!!” at some point. Throughout the text he addresses the reader and clearly feels the need to show to the reader how cigarette boxes affect him (i.e. the reader) to convince him of the urgency of the situation. He also displays a close-mindedness born from fear; he presents his findings as facts and does not seem to be willing to accept any other explanation; the “wake up!!” confirms that. The other methods of persuasion he uses are pictures of the offending cigarette boxes and shocking pictures taken from English no-smoking campaigns. He is technically not responsible for the content of those pictures, only for the manner in which he used them here.

While these two texts discussed smoking; something which has been known to be bad for one's health for a long time, the following two texts concern a recently unmasked "silent killer"; sugar. The fact that one danger is known while the other is "new" turned out to be quite significant as far as the style in which the texts are written is concerned. While the general public knows how smoking kills, the consensus about sugar is merely that it is "not really good for diabetics, little kids and teeth" and that eating too much sugar should be avoided. The manners in which sugar affects your health are not known by the general public, which may account for the somewhat aggressive tone displayed by the authors of especially the weblogs.

The first text is an article hosted on CNN.com. It was copied from [www.health.com](http://www.health.com), a website owned by Health Magazine. The original page on Health.com does no longer exist. The article was written by Aviva Patz; the page does not contain any information about Ms. Patz's profession, but a quick Google search proves there is an Aviva Patz who is specialised in psychology, who may also be the person who wrote this article.

The article has an unusual structure, which is explained by the shape it has assumed. While many texts are essentially monologues which have a thesis, explanation and a conclusion, this text is shaped like a conversation. It simply answers a number of questions asked by an invisible speaker. The structure could be "normalised" by adding a question such as "What can we conclude?", but the answer would consist of restated information, essentially making it redundant. A second unusual aspect is a small list of highlights in a column on the left side of

the text's main body (perhaps for readers who do not wish to read the whole text). The text also contains several links to other Health.com articles, but since this text was not originally hosted on Health.com, they most probably have been inserted automatically based on keywords.

The article quotes several experts, but does not contain a list of resources; it may have gone missing when the original article was copied from Health.com, or perhaps it was never there in the first place. It is not unusual for health texts to lack a list of resources, for example a link to the website of the FDA, which would confirm Aviva Patz's statement that the calorie-free sweeteners she lists are safe.

Similar to the use of language in the Medical News Today article, the register in this text is rather low. The author uses rather informal terms such as "sweet stuff", "OD" (overdose), uses contractions and occasionally omits words ("No need to cut out desert" instead of "There is no need to cut out desert"). The informality makes the text easy to read and it, together with the conversational structure, makes it seem as though the author knows which questions pop up in the readers' minds and is talking to them. It enables the author to give the readers advice and orders without *directly* addressing the reader; after all she appears to address the anonymous person who is asking the bolded questions. In contrast to *Why is smoking bad for you?*, though, Ms. Patz intentionally "glued" the paragraphs together, while Mr. Nordkvist offers chunks of information for the reader to ingest piece by piece, without much cohesion.

While this is an informative text which does employ several persuasive strategies, it does not do so with their usual, persuasive purpose. Ms. Patz did not make use of many overt strategies. The only use of the imperative form is used in "Read labels", which informs people how to find out which ingredients the food they eat daily contains; it is a suggestion, not an order. Otherwise the text does not contain threats or the other forms of deontic modality usually associated with persuasion.

The text does contain potential covert strategies, for example the URL of the text's webpage, for which the author is probably not responsible herself, because the page was taken off another website by an administrator or members of CNN's website. The URL contains the string "sugar-bad", which suggests a negative take on sugar. The title, which most likely formed the inspiration for the URL, is fairly neutral. Personal opinion affects the perception of a title such as "Is sugar really that bad for you?" The speaker will unconsciously read it out with an inflection based on his feelings about the subject; "Is sugar really that bad for you?" comes across as critical towards the idea of sugar being "bad", while "Is sugar really that bad for you?" appears to express surprise.

The first paragraph of the text contains what looks like criticism towards the experts who state sugar is a lethal poison. Ms. Patz appears to want to distance herself from that comment to the point that she ridicules the experts. The receiver may feel inclined to go with her opinion (who wishes to be ridiculed?), but when reading further, finds out Ms. Patz does not necessarily



disagree with those experts at all. Instead of a persuasion strategy it may simply be a clever way to mislead the receiver and that way attract his attention towards the subject.

Similarly to Mr. Nordkvist's text, *Is sugar really that bad for you?* displays the use of causality and epistemic markers – but in contrast to *Why is smoking bad for you?*, it is a text which features quotes from different speakers. It is unknown whether Ms. Patz has edited these quotes, which raises the question of whether she can be held responsible for the use of causality, deictic markers and other potential persuasion tactics used in them. The parts produced by the author herself, contain the fairly neutral epistemic marker “can”, which leaves enough room for the possibility that whatever can, also *may not*. The use of “can” rather than stronger markers such as “will”, or indirect epistemic modality such as “a huge risk of” indicates that Ms. Patz's text is more intended to *inform* the readers than to persuade them into changing their ways.

Deixis as a persuasion strategy appears to be largely avoided, unless you include the bolded questions asked by an unknown asker. After all, it is not clear who the asker is. It might be an invisible bystander, Ms. Patz herself, or the reader. Since one of the replies contains “sugar love is in your DNA”, it might be the readers. This would enable Ms. Patz to take the role of the friendly teacher, much like the authors of the previously discussed texts.

Nonetheless the recommendations are purely recommendations and not demands, orders or threats. It is therefore more informative than operative in nature. Nevertheless this text, while informative, is hardly educational. It does not for example explain how sugar causes

a build-up of fat in the liver. It is not meant to truly educate people about the health risks of sugar; it more seems to confirm and deny the facts and fables about sugar and gives readers advice. It can serve as a launch pad to doing more research about sugar and health.

The strengths of this text are its informal style and its relative objectivity. It quotes "experts" who back up the information the text contains. That is one of the factors that set professional articles and weblogs apart; quality and objectivity.

The translation strategy for this text is straightforward. It is a predominantly informative text, therefore the translation is allowed to stay true to the Source Text and does not need to be "transformed" to be able to persuade the readers into performing an action as an Operative text would. Perhaps the references to the USA should be replaced by comparable references to the country the Target readers are from. While information from the FDA and AHA also pertains to a Dutch audience, information from a domestic agency such as the Voedsel- en Warenautoriteit will have a bigger impact because it is closer to home. "Translating" the teaspoon amount to a quantity used in the Source country (so to say) is also something that should be done, as United States teaspoons are not German or Finnish teaspoons. Although the amount of grams is provided, the Source readers may just assume a Source teaspoon is four grams worth of sugar, while it may as well be two or six.

The following text is very different. It has been written by Dr. Nancy Appleton and G. N.

Jacobs, independent writers who have been writing books about health (and sugar) since the 1970s. Their Wordpress includes a "sugar addiction test", which gives readers the stern warning: "For the record, if you answered four of these questions FALSE then stop lying and seek help for your sugar addiction.

If you answered between 1 and 3 questions as FALSE then you may develop an addiction later, unless you lied.", which comes across as fairly judgmental.

Every page has a banner on the top that says: " America consumes more than 150 Lbs. of sugar per person per year! Heart disease, diabetes and cancer are skyrocketing!

Lick the Sugar Habit or... commit Suicide by Sugar!"

The title of this article is "141 Reasons Sugar Ruins Your Health" with the subtitle: "(Just kidding, it's 143)".

The article itself consists of a list of ways sugar damages the body. The damage is not explained or put in perspective in any way. There are footnotes at the end that contain references, but they do not lead to easily accessible websites, but to harder to access books, not allowing many readers to verify the article. Perhaps this text, like Ms. Patz's text, is merely meant to interest readers in the subject so they will try to find more information about it.

The **141** *Reasons Sugar Ruins Your Health* text looks straightforward, but its purpose is not. It contains no overt persuasion strategies whatsoever; however, it *is* littered with covert strategies. It addresses the receiver, stressing the importance of the message the text is going to deliver. It also presents a large number of reasons sugar ruins your health, startling the receiver and causing him to be interested in what those reasons actually are. Finally the choice of words is very significant. The title does not say “affects” or “damages”, but contains the very strong verb “ruins”. The use of this verb creates a sense of urgency that unsettles the receiver. He desperately wants to know what he is doing wrong. The subtitle adds to that sense of urgency by sarcastically joking “Just kidding, it’s 143”. The receiver is shocked. There are *more* than 141?

An interesting fact about the article is that indeed it does not contain 141 ways sugar ruins your health. It does not contain 143 either. Many “ways” are repeated in somewhat different words or lead from one to the other so they could easily be merged into one point.

Points 26, 38 and 40, for example:

*26. Sugar can cause tooth decay*

*38. Sugar can lead to periodontal disease*

*40. Sugar contributes to saliva acidity*

Ultimately 26 and 38 are caused by or related to 40. They could easily be merged into one point: “Sugar contributes to saliva acidity, increasing the risk of tooth decay and periodontal

disease". However, that would make the list shorter and thus less impressive.

A similar example:

*8. Sugar can cause hyperactivity, anxiety, inability to concentrate and crankiness in children*

*22. Sugar can cause a rapid rise of adrenaline levels in children*

*31. Sugar can cause learning disorders in school children*

*99. Sugar can worsen the symptoms of children with Attention Deficit Syndrome (ADD)*

*9#2. Sugar can cause antisocial behaviour in juvenile delinquents*

*And because again one thing leads to the other:*

*3. Sugar can cause juvenile delinquency in children*

A second strategy the author may have used to extend her list is the "cancer subcategory". While she could have said "Sugar can cause multiple varieties of cancer", she listed each and every form of cancer individually, effectively adding 14 more points to her list.

The threads at the bottom of the list have a somewhat counteractive effect. While many posters agree with the authors of the list, there are also some that are critical of it and have asked the authors questions about it. At some points that authors ended up weakening the statements in the list somewhat. It raises the question how effective a strategy a double-edged sword like a

thread really is and whether they have specifically been implemented to serve a persuasive purpose. Perhaps the authors only allow people to comment because they want to see their opinions.

The weakness of this text is that the claims the author makes cannot be verified very easily. She does present a list of resources at the bottom of the text, but most resources are books the reader may not have access to. Perhaps the author wishes to stimulate the readers to put some effort into finding out why sugar is bad for one's health, or she wants to make a strong, no-nonsense statement by not including lengthy information. There could also be a hidden agenda of advertising the books by listing reasons, but not explanations.

The text presents a subjective view of sugar. The title itself hints sugar is dangerous and so does the banner on top of the page. Unlike Aviva Patz, Ms. Appleton does not appear to believe there is a middle way; the text indicates she believes sugar is dangerous regardless of quantity. However, G.N. Jacobs, posting under the alias Jaklizard, replies in a comment: "Sure if you mean the naturally occurring sugar in whole fruit and vegetables moderated by Dietary Fiber (inedible structural sugar). Otherwise, no sugar derived from any source with the fiber removed is ever going to be good for you.", narrowing it down to added or refined sugars, just like Aviva Patz. In another comments he recommends "less or no sugar", leaving room for a little sugar in the readers' diets. He also acknowledges in yet another comment that some people are less or not affected by the toxicity of sugar, making his opinion look less one-sided.

In contrast to the other blogs, *141 reasons sugar ruins your health* does not feature deixis as a *covert* persuasion strategy at all. The text makes sure to mention the culprit, sugar, by name in every single bullet point of its list. While a recurring “it” may cause the readers to lose focus on the issue the text is about, constantly repeating “sugar” will create a lasting impression on the reader.

One more manner in which it differs from the other blogs analysed in this thesis, is that it features no deontic markers whatsoever, unless the “suicide by sugar” banner were to be included. It does, however, repeat the *epistemic* marker “can” dozens of times. The purpose of this marker may not be to indicate uncertainty, but could be meant to encourage worried readers into looking up more information on the issue.

The previously mentioned replies are a helpful tool for identifying a text’s intended audience. Most if not all repliers are people who have quit or are in the process of quitting eating sugar. It seems this text is more geared towards people who are considering reducing their sugar intake or who are having trouble finishing eating sugar completely and who just need some motivation to be pushed over the edge. For people who are not yet in agreement with the authors, the text may come across as overly subjective and lacking in argumentation. I myself am in the process of reducing my sugar intake, but was put off by the manner in which the text presents sugar as something absolutely evil and lethal and, in combination with the banner, comes across as overly emotional and “pushy”. This text does not appeal to everyone.

Similar to all previous texts, this text is a perfect example of binary text type. There is the question of whether the banner should be included or not. Banners are usually smaller than this one and are located above the page menus. This banner is located right above the title of the text, so I initially mistook it as part of the article itself. The picture has such a strong effect on the content of the article and thus the reader, that it may need to be included.

The text type appears to be informative. It is simply a list of facts about sugar. The purpose of the text, though, is clearly operative. It lists only negative effects sugar may have on a person's health and it does not state that the body needs sugar to some extent. It also does not inform the readers that natural sugars ingested while eating fruits are acceptable and that only added sugars should be avoided. It appears as though the authors have omitted any detail that may redeem sugar somewhat. The warning that the text does not contain 141, but 143 ways in which sugar ruins your health, while an amount of those ways are linked or could easily have been merged into one single way, makes the text seem close-minded about sugar. This raises the question of how to go about translating this text.

The answer is fairly straightforward: since it takes the form of an informative text, it should be translated as such. The "ways" should be listed the way they are here and any "winks and nudges" should be translated along. Omitting the banner would make the text appear more informative, but whether it should be omitted is a question the original authors should answer. Since it is featured on every single page on their site and has a very prominent position on them, I believe they would like it to be included, although translated in the target language – a strong,



operative element.

These were four English health texts; the first and third texts represented fairly “generic” professional articles from newspaper or health sites, while the second and fourth were taken off blogs, although text 4 *was* written by two professionals who knew what they were talking about.

The differences between the two texts are clear. The professional texts largely lack emotion, although they do not necessarily have to be formal or “scientific”. They present facts that can be verified fairly easily and quote scientists and experts, making sure it is explained how something is dangerous to your health. The authors do not seem to be emotionally involved and do not omit information based on their opinions and also do not reject opinions that clash with theirs. The persuasion tactics the authors of these texts used were mostly covert, with little use of deontic modality such as the imperative form. They relied on causality and epistemic modality instead; rather than telling the readers to take action, they operate them by explaining what smoking or eating too much sugar can lead to and emphasise the gravity of the situation with impressive numbers.

The blogs are different, also from each other. The persuasion strategies used in *Illuminati Cigarettes* are quite overt; the author uses the imperative form from time to time and does not shy away from ending sentences in exclamation marks. The pieces of information are treated as facts; epistemic markers such as “can”, “could” and “may”, which indicate certainty or

possibility, do not appear to be used and forms of the verb “to be” are used instead. Covert strategies are also present, such as referring to “we” and “us” to create a sense of togetherness, but they are dominated by the overt strategies to the point that they may be rendered ineffective. Nancy Appleton’s text contains persuasion strategies that are mostly covert, unless you include the suicide by sugar banner that is visible at the top of every page. The most obvious strategies are the large number of factors that can contribute to said suicide by sugar – on top of that, each number demonstrates the principle of cause and effect. Unlike *Illuminati Cigarettes*, this text makes extensive use of the epistemic marker “can”, acknowledging that sugar consumption does not *always* lead to disease. In that sense, it is not very different from the mainly informative *Why is smoking bad for you?* and *Is sugar really that bad for you?*. The main difference is that this text does not elaborate. It leaves these factoids for the reader to reject, investigate or accept as the truth. It may not be meant to present the final answer to this question, but may just interest the user enough for them to start an investigation of their own.

Just like the English sites, Dutch anti-smoking and –sugar sites can be divided into professional sites and blogs. Analysing them revealed several similarities as well as differences between them and their English counterparts. The use of language in the Dutch professional articles, for example, is more formal and less simplified than the language used in their English counterparts, but they use very similar persuasion strategies. In contrast, the weblogs are very similar to especially *Illuminati Cigarettes*, displaying the same use of deontic modality and

emotions. The relatively “recent” dangers and conspiracies described in them may account for part of their strongly operative nature.

The recent sugar-hype did not originate in Europe. Most professional articles are translations of articles written in the United States. The following article, though, was written for the Belgian website [www.symbolic.be](http://www.symbolic.be), which is the home of the Symbolic Gids. It is a spiritual website which features articles, tips and tricks and a magazine that helps people on their “spiritual journey”. The website is and looks professional and features genuine articles.

The article makes a professional impression and comes across as a reliable source of information. It does not display the opinion of the author (except that he or she was a bit hesitant about consuming stevia and noticed it does not taste like sugar), so as far as that is concerned, it is objective. The only opinions involved are those of the interviewed scientist. This raises the following question: who is ultimately responsible for the content of this text?

The text has a standard introduction-explanation-conclusion structure, but if the title is the thesis, the conclusion does not seem to have much to do with it. The title immediately sets a tone for the article: “Verboden suikervervanger stevia is wondermiddel”. It should be noted that when this article was written, stevia was not yet legal in Europe. The article then features a small introductory paragraph which leads to a scientist launching a conspiracy theory: “Stevia wordt doelbewust van de markt gehouden.” followed by a description of stevia, what it tastes like and

where it comes from. The scientist then explains about the dangers of sugar and, curiously, switches to the trouble “we” (it is not sure who “we” are, but it includes the scientist) went through in order to have stevia approved by the European Commission, even accusing governmental agencies of sabotage. The final sentence of the last paragraph is: “Ik kan maar een conclusie trekken”, stelt Geuns: ‘Men houdt stevia doelbewust van de markt.’ It does not correspond to either the title of the text or to the first few paragraphs, so what he is ultimately trying to say is unclear. The interviewee presents strong opinions about sugar and stevia, including a conspiracy theory, which he does not try to prove, most probably because that would be outside of the scope of the article. Although he is very sure the introduction of stevia is wilfully being jeopardised by the sugar lobby, he is not aggressive about it; he does not use sarcastic language and does not attack anyone in his comments, which sets him apart from many health blogs that include a level of emotion in their texts. However, the fact that he brings up this conspiracy theory four times during the interview, starting *and* ending the interview with it, makes the reader wonder whether he is teaching the readers that stevia is a very good alternative to sugar, or whether he is mainly bothered by the behaviour of the sugar lobby.

In spite of this, the text does not seem to contain any overt persuasion strategies whatsoever. The author is neutral about the subject and plays the role of the reporter. The interviewee is the only person stating an opinion, but stating an opinion does not automatically equal persuasion. He does not use deontic markers or many other constructions that can be perceived as covert persuasion strategies. Nevertheless, the two different speakers create a

translation problem "text within a text", which will be expanded upon later in this thesis.

Nonetheless, a translation method can already be suggested. The text written by the author is only meant to relate information; it can thus be translated as "plain prose" as an informative text.

The speech by Mr. Geuns, which is not strictly operative, but mostly an expression of his feelings, can be translated when adopting "perspective of ST author"; though he most definitely did not mean to write poetry, approaching his sections as though they were written from an expressive point of view yields the best results from a translator's point of view.

Its weblog counterpart has a somewhat similar purpose, at least where Mr. Geuns's point of view is concerned, but is vastly different. The blog is hosted on the site [voedzo.nl](http://voedzo.nl), which is owned by Sharon Numan. There is not much information available on Ms. Numan, but she does not appear to be an expert in the field of food studies (i.e. no certified doctor, scientist or dietician). Voedzo.nl educates people on healthy food and on how to live a healthy life without sugar or dairy products. People can share their feelings about sugar and experiences with different types of sweeteners with each other. In this particular blog she discusses a claim made by a Belgian organisation of dieticians: sugar can be part of a healthy lifestyle.

The text starts with an introduction and ends in relative chaos. The title ("Suiker kan deel uitmaken van een gezond eetpatroon?! Aldus de Vlaamse dietistenvereniging...") is followed by a short introduction. The following paragraphs mainly contain attacks at the address of the organisation of dieticians. There is no real conclusion in the text, except perhaps the paragraph

in which the author (in bold) states how a sugar-free life affects her, which probably serves to undo the dieticians' claim that a life with sugar is doable. The text links to several blogs with titles such as "Suiker is GIF", "Suiker = evil" and, interestingly, Nancy Appleton's "141 ways sugar ruins your health" blog. The author has very strong feelings about sugar which influence her writing.

The text is full of emotion, mainly anger and outrage. It contains no educational information about sugar; it seems to mostly attack the Vlaamse Dietistenvereniging for their claim by means of sarcastic or angry comments such as "Stoere compagne!" "Suikervrij eten bevechten is prioriteit? Wow!" and "Lees hier wat leuke krantenartikelen met allerlei "interessante" opmerkingen en verklaringen (ik weet niet wat erger is, die campagne, of die statements erna om zichzelf te verantwoorden)". It also features the claim that the Dietistenvereniging "battles sugar-free diets", which has not been proven and is the author's interpretation. It is true that Coca Cola sponsored the campaign and can be partly held responsible for its content, even though Coca Cola also has sugar-free versions of its products such as Coca Cola Light and Coca Cola Zero. The author perceives the article written by the Dietistenvereniging as propaganda written in favour of Coca Cola. A quick Google teaches us she is not the only one who thinks that; many people, whether they are bloggers or write for scientific magazines such as Eos, are surprised if not outraged by the Dietistenvereniging's partnership with Coca Cola and the article they published. The difference, though, is that not all of them contest claims that sugar can be part of a healthy lifestyle; some articles only state the

Dietistenvereniging's article was not cleverly timed, now sugar has become so controversial and that Coca Cola's involvement suggests a hidden agenda on their behalf. Ms. Numan, who has stated several times that sugar is toxic, displays a more radical view; she accuses the Vereniging of actively *sabotaging* the battle against sugar consumption.

As far as information about health is concerned, this text is not particularly useful. It does inform the reader that sugar has a negative effect on one's health, but does not explain how so. It seems to mostly serve as an outlet for the author's feelings about sugar propaganda in general.

The sarcastic tone of the blog accounts for an interesting use of deixis in the very first sentence. While Ms. Numan uses the same deictic strategies as Mr. Cardona; i.e. switching from "we" to "you", she also introduces what is informally known as the "pronoun game":

"Waarschijnlijk hebben sommigen van jullie het al gelezen."

The readers are wondering *what* they might have read. The sentence builds up suspense which is "released" in the next sentence:

"Over dat suiker deel kan uitmaken van een gezond eetpatroon."

This use of deixis has not appeared in any of the other texts, although it is often used in conversation. As a persuasion strategy, it is a double-edged sword, because it *will* work if the

announcement is important, but if the information is trivial, it will be an anticlimax and may leave the reader wondering what the author is getting so aggravated about.

This text does not easily fit into any of the three text types. It does not contain much information, except where the opinion of the author is concerned and is full of emotion, so it does not correspond well to informative type. It does most certainly display operative elements, such as expressing strong disagreement with certain opinions and the “demand” that the readers test themselves for sugar addiction. Clearly the author is trying to convince the readers of her opinions, however, the amount of emotion in the text make it very clear that she is not objective. The text is, as the Dutch call it, “preken voor eigen parochie”, which immediately enables us to establish a category for this text to fit into: this text if anything resembles a sermon. The author is not communicating with the readers as much as she is communicating *to* them, including a very strong and uncensored opinion that is not to be disagreed with.

This piece also has an expressive element. While it is by no means poetry, it does express “the author’s attitude”, in this case towards the stance of the Vlaamse Dietistenvereniging. The translation method Reiss suggests is Identifying; “adopt perspective of ST author”. This method is not unlike the “equivalent effect” method used for translating operative texts.

Similarly to *Why is smoking bad for you?*, the Dutch no-smoking article features lists of reasons “to and not to” and simplified language. It was featured on the website of the



Hartstichting some time ago – it has been updated since. The page is part of a collection of articles which detail possible causes of heart problems, ergo; smoking is not the website's main focus. Since the Hartstichting is a professional organisation, its articles need to meet a certain standard and cannot afford to be overly emotional or operative.

The original title of the article was a simple "roken", which is fairly neutral. The URL contested that by containing the string of words "stoppen-met-roken", which hints the article is a guide of some sort that explains how to quit smoking. It does not (there is a separate page which covers quitting), which makes one wonder why the URL was so different from the title. Usually the URL contains a shortened version of the title; here the title contained a shortened version of the URL. When the article was updated, its title was changed from "Roken" to "Niet roken" and the URL changed to "niet-roken", while the content of the article stayed the same, effectively undoing the discrepancy between the article's content and its title.

The article lacks the straightforward "thesis – explanation – conclusion" structure. In fact it resembles the *Why is smoking bad for you?* article in that it mainly features lists of ways in which smoking negatively affects your health and ends without a clear conclusion – although in *Why is smoking bad for you?*, the title is the conclusion. The difference between *Why is smoking bad for you* and *Roken* may be, though, that the English text is an article in its own right, while *Roken* is part of a sequence of articles. It fills subcategory "Roken" in the category "Risicofactoren" and ends with a link to a page that contains advice on how to quit smoking. This article does not

seem to fulfil the role of an independent article as much as a single paragraph of an article that spans several pages. However, this does not have to affect the way it is translated.

The text type of this article is easy to establish. There appears to be a lack of overt persuasion strategies and the writing style is very neutral. The reader is addressed with the formal "u", instead of the informal "jij", which indicates a professional distance between the writer and the reader. The facts about smoking are listed in an emotionless manner and no technically unnecessary information such as "tar is used to pave roads" or self-tests are offered. This article is very clearly of the informative type, does not have any expressive characteristics whatsoever and, because of its lack of overt persuasion strategies, does not fit well into the operative text type. Therefore it should be translated in a content-focused manner.

The emotional lacuna some readers may perceive in *Roken* is filled up by the short weblogs posted on *Stoprokenblog.nl*. While *Roken* deals with the "cold hard facts", *Stoprokenblogs* enables smokers and ex-smokers to share their personal experiences and emotions involved in with quitting smoking. The smoking blogs also demonstrate the different natures of blogs warning for a new danger, such as sugar, and blogs dedicated to an old enemy such as smoking.

It is common knowledge that smoking is bad for one's health and that its pros, such as weight loss and peer feeling ("Een tevreden roker is geen onruststoker") do not outweigh the cons. In the Netherlands commercials for tobacco products have been outlawed several years

ago as per an amendment of the Tabakswet and smoking has all but disappeared in television shows, especially those aimed at children. In many countries packets of tobacco display warnings ranging from written words only (“Roken brengt u en anderen rondom u ernstige schade toe”) to coloured pictures of the afflictions smoking may cause. The risks of smoking are more well-known than the risks of eating sugar.

The first hits you see on Google when looking up a health text are good indications of the community a blog is written by and for. Looking up information about sugar mostly leads to blogs. When looking for a *blog* about smoking, you will have to add the word “blog” to your search words.

The many anti-smoking campaigns may give bloggers a sense of acknowledgement; official agencies, including the government, agree that smoking is bad for one’s health and that it should be battled (to some degree). Therefore the bloggers will not have to assume responsibility when it comes to persuading people to stop smoking – they do not have to write “Why smoking is bad for your health” blogs because the government and organisations such as Stivoro are already taking care of that. All that remains is providing the aspiring quitters with support where necessary. Many Dutch smoking blogs are hosted on dedicated websites. Stoprokenblog.nl is an example of such a site. It features a weblog section, a section containing information about quitting smoking, a section which presents the visitor with literature about quitting smoking, self tests and a forum. The weblogs also have some primitive forum functions

as they allow registered users to reply to weblogs.

The weblog pages have a very interesting layout with persuasive elements. They for example feature a "stop status" function, that displays whether users has stopped smoking or is still a smoker, for how long they have been "clean", how many cigarettes they did not smoke and how much money they have saved by not smoking. Interestingly the word "peuk" is used to refer to a cigarette. While "peuk", or the diminutive "peukie" is an acceptable word to describe a cigarette, a peuk *really* is a cigarette that has been smoked and put out and is no longer desirable. Perhaps the use of the somewhat dysphemistic "peuk" is supposed to convey the message that smoking is bad behaviour and that cigarettes are undesirable. Whether "peuken" include pipe tobacco, cigars and spit tobacco is not known. The presence of a "money saved" indicator is noticeable. Many smokers know their habit is expensive, but perhaps they do not realise how much they *exactly* spend on smoking. This indicator rewards the quitters – look at how much you have saved by not smoking! – but also informs smokers how much money they are *not* saving by continuing smoking. A fairly large amount of users have "I want to save money" or "Smoking is expensive" as reasons of quitting on their blogs. It is a strong operative tactic, especially now the country is going through a financial crisis. There is also a "Gezondheid" function that shows the beneficial effects of quitting smoking and which features progress bars. From the looks of it the progress bars are not filled in by users, but fill up automatically based on the amount of time users have spent tobacco-free; that way users are able to see which "goal" they have yet to reach and how long it will take.

Beneath the “stop status” and progress bar menu is a motivation field. The bloggers can enter their reasons for stopping there. They range from health-related reasons (“Ik wil zuivere longen hebben”) to financial reasons (“Ik wil geld besparen”) to very personal reasons (“Ik wil dat mijn kind trots op mij is”). Those motivations could be considered part of the blog – simple explanations so the blog can be put in a context – but they could also serve as inspiration for potential quitters or people who are having experiencing difficulties with not smoking. They show how people feel the others around them are affected by their smoking habits; smoking costs the family money, smoking makes people smell so they are being avoided, a parent’s smoking habits can endanger the health of their children, etcetera. Unlike *Roken*, Stoprokenblog invites its users to join a discussion. It does so by combining two elements common to blogs, deontic modality and the phatic text type, into a strong persuasion strategy. This purpose is carried out by the Stop Status and Gezondheidsmeter, as well as the statistics pointing out the number of tobacco products not smoked and the amount of money saved along with the list of reasons for quitting by those who have stop or are endeavoring to stop smoking. The deontic mood is most evident in the lists of reasons, which use the string of words “Ik wil”. “Willen” expresses an extremely strong desire which borders on desperation. The desires of the quitters are often of a nature which may be described as sentimental, like for example “Ik wil mijn kinderen zien opgroeien” or “Ik wil lange wandelingen kunnen maken met mijn man” and have the potential to inspire smokers into becoming quitters. Secondly, these touching lists encourage users to support each other by commenting on each other's blogs, which is a clever expression of

the phatic function. The Stop Status and the statistics serve the same purpose, by creating reasons for the users to congratulate each other on their achievements.

It is clear that these persuasive tactics are supposed to serve the community of the website and provide a measure of support to the members. If they are also supposed to affect outsiders is not clear. Perhaps the persuasive elements are trying to show off the level of support this website offers to quitters, or maybe they *are* trying to show people how much better quitters feel (physically, mentally and financially) once they have quit smoking.

The informative content of this site, and sites like it, is negligible. This site does not have a databank of information about the health risks of smoking, provides no “numbers” and does not have a section that contains advice. It does have a literature section, but it only advertises books about quitting smoking and does not have any free e-texts, so people may suspect a hidden agenda (“Buy these books!”). The forum contains sections that are devoted to specific methods used to quit smoking, like nicotine patches and Champix, but do not explain what they are and what they do. The website seems to purely allow quitters and smokers to exchange their experiences with quitting and to support each other where necessary; it appears to leave education to educational websites and organisations. Nonetheless, stating the website *completely* lacks an informative aspect would be unfair. The website’s user base is also a large, dynamic database. The users use their blogs, comments and forums to exchange information about

smoking. Whether the website can be held responsible for that content is debatable.

The difference between the operative elements in generic sugar blogs as opposed to those on this particular website is location and methodology, of context as opposed to contest, activeness versus passiveness; it can be given many names. The operative elements of the sugar blog can be found within the content of the blog itself. The body of text itself contains the information and persuasive strategies the author uses to convince the reader that sugar is dangerous. It is an active agent.

The Operative elements of the smoking blog are found largely outside of the body of texts. So far the blogs, or "diaries", as stoprokenblog.nl calls them, do not appear to have been written with the purpose of converting people into not smoking. Perhaps some users do use the blogs for that, but it was not the purpose the administrators appeared to have in mind while setting up the website. The persuasive role this type of blog plays happens *outside* the body of text, in the customisable features like the "stop status" and health gauges. They are sources of information a reader is likely to take a lot at, but not actively ingest. They are much more subtle and passive than the aggressive sugar blogs. However, that does not mean they are necessarily less effective. Passive information can linger in the readers' sub consciousness and change their views from there. Some people may even prefer passive persuasion because it is less aggressive and that way comes across as more friendly, supportive and open-minded, even though it is technically equally as "opposed" as the active sugar blog strategies.

The way anti-smoking and anti-sugar texts are written is very different. It is common knowledge that smoking has negative effects on people's health and there have been many government campaigns that discourage smoking. Sugar is different in that respect. While sugar is known to be fattening and to affect sugar levels in your blood (thus causing hyperglycaemia and hypoglycaemia), other effects it may have on your health have only been discovered recently, or, as conspiracy theorists claim, have been hidden from the public by the sugar lobby. Perhaps this adds to the differences between sugar blogs and smoking blogs.

When looking up Dutch blogs about sugar, many of them are part of lifestyle websites that contain recipes and offer help to people who wish to quit eating sugar. The owners of those websites have often stopped eating sugar completely and have noticed a beneficial effect on their health (notably an increase in energy, disappearing headaches and just feeling better overall). They then blog about their experiences and try to inform people about the dangers of sugar. Their weblogs usually have some sort of commenting system, allowing users to comment on their blogs and discuss their experiences with each other. So far I have not yet observed an anti-sugar site with a forum "on the side", not connected to any of the blogging pages.

It is not easy to determine who the authors of such sites want to reach out to; people who have quit eating sugar, who are in the process of quitting or who not planning on quitting and have just stumbled in by chance. Many of the articles are quite aggressive, or discuss the dangers of sugar without actually describing them, causing their educational value to be



insignificant. It appears those blogs have been written more for the “community of quitters”, who can share their thoughts with each other, than for outsiders who have not considered quitting. While browsing comments to such blogs, I noticed an aggressive attitude towards people who think differently. People who say they experience no problems when eating sugar are called addicts or liars or are met with replies along the lines of “Jammer dat je jong zal sterven aan kanker.” This demonstrates another aspect shown in many health blogs: *binary thinking*. Binary means there are only two possibilities with nothing in between. One or zero, black or white, and in this case: good or evil. Many bloggers seem to feel there are no “in between”; sugar will kill you no matter how much – or little – you eat of it. This is demonstrated by claims such as “Sugar = evil” or “Suiker is GIF!”, not to mention the angry reactions towards people or organisations who claim a healthy lifestyle can include a small amount of (refined) sugar. Professional articles often state that eating a small amount of sugar (28-30 grams according to the AHA and 50 grams according to the Belgian dieticians) does not have a negative effect on people’s health. Some people prefer to use professional articles over weblogs as sources of information because the binary thinking displayed in the blogs strikes them as biased or overly emotional – especially when the blogs contain no evidence to back up the claims made by the authors. It may be that the authors of said blogs wrote their pieces not to reach out to potential quitters, but to people who are already in the process of reducing their sugar intake and may need only a small nudge to be pushed over the edge and to people who have already quit eating sugar and who need to be encouraged not to start eating sugar again. This is demonstrated by the replies posted to articles that have a commenting system. While

professional articles from for example newspaper sites receive replies from sugar eaters as well as sugar quitters, weblogs about sugar appear to only receive comments from quitters: the authors' peers. Whether the authors meant to appeal only to their peers or also meant to reach out to quitters (and failed doing so) is uncertain.

## Chapter 2: The identification and solving of translation problems

The analyses of these texts revealed a number of translation problems. Translation problems occur on four levels, as explained by the Romanian translator Thomas Tolnai in his article *Dealing with Translation Problems*: they appear on the linguistic, pragmatic, cultural and on the text specific level. All of these problems apply to some degree to our health texts. The languages in which the texts have been written are different, Dutch and American culture greatly differ from each other, which may cause some texts not to "work" for the target readership. Perhaps they should be adapted – or perhaps they should *not*, because the translator would not have the poetic license to do so. This chapter will focus mostly on cultural problems and text-specific problems and to lesser extent pragmatic problems. While linguistic translation problems will affect the manner in which a text is received - a Target Text containing expressions such as "It goes not about where, but about *when*" will obviously have some issues with being taken seriously – cultural and pragmatic problems will have a more profound *emotional* impact on the receiver. Information that strikes a Dutch reader as neutral may strike a reader from the US as extremely inappropriate and vice versa. It is vital for authors who wish to

inform or persuade to have their authority confirmed and creating a Target Text that contains factual or cultural errors will damage the author's credibility. Readers react with exceptional amounts of vitriol to people who know it all – or worse! – “tell them what to do” while in fact being in the wrong; these circumstances must be avoided at all cost.

Professional articles and articles written by amateurs differ from each other in several manners, which have been pointed out in the articles' analyses. These differences reflect upon the translation problems the texts features and which will be identified and discussed in this chapter.

*Why is smoking bad for you?* is, as has been established earlier, mostly informative and quite formal compared to its weblog counterparts, even if the use of language is quite simple. Most problems are of pragmatic and linguistic origin, although you could attribute cultural characteristics to both. One problem is the “numbers” mentioned in the text, which are relevant to a US-based audience, but not so much to Dutch readers. The actual purpose of the text is instrumental in identifying a strategy regarding those numbers. If the purpose of the text is to inform the reader of the situation in the United States of America *only*, these numbers can remain. If the text is supposed to coach the reader into quitting smoking, though, the information must be changed to something that is relative to the Source audience. The title of this text provides an answer; it is about why smoking has a negative effect on health and is *not* primarily about the US smoking situation. Therefore the numbers must be changed to their

Dutch equivalents. A possible solution to this problem would involve looking up or requesting similar information where the inhabitants of the Netherlands and perhaps Belgium are concerned. The Dutch counterpart of the United States CDC would have to be contacted. One might argue that the paragraph will not be translated, but *rewritten*. The grammatical structure would need to be changed by default, because Dutch and English employ different grammatical rules, but the information in the paragraphs would be changed as well, changing the paragraph completely. From an operative point of view that is acceptable. Operative texts are supposed to be translated to equivalent effect, meaning the *result should be the same*; the reader should be coached into giving up his 'nasty' smoking habit. If the best method is to change the information to something more relevant than the original information, that method will suffice. However, from a purely *informative* point of view, it is not. This is a prime example of a hybrid text; a text type which is not or hardly covered by Katharina Reiss' text type theory. The translator will have to decide which of the two types dominates the other; whether the text is primarily informative or primarily operative and devise a translation strategy. This article is an operative text which has taken informative shape. To preserve the operative element, all information relevant to the Source audience should be adapted to the Target audience.

Since "foreign" information is not relevant to a "domestic" situation, Dutch facts and figures will have to be looked up or requested so the text becomes relevant to its target audience. An organisation like de Kankerstichting may be able to provide the translator with those numbers.

An extension of this problem can be found in the following sentence: "According to Cancer Research UK, one person dies every 15 minutes in Great Britain from lung cancer." This sentence again contains foreign numbers *and* a foreign institution. Simply replacing "Cancer Research UK" with "de Kankerstichting" is clearly not an option, because Cancer Research UK *is not* the same association as de Kankerstichting and thus cannot be used in its stead. It would also put words into de Kankerstichting's proverbial mouth; words which it has possibly never uttered.

There are several well-known and reputable Dutch institutions that have information about smoking, such as Jellinek, which estimated 18585 people died of smoking in 2011. Using these facts, instead of those provided by an English institution many readers are probably not familiar with, will provide this text with the authority it needs.

Another, minor, problem of cultural as well as linguistic nature involves the Dutch habit of addressing organs with their Dutch names and the English habit of addressing some organs (but not all) with their Latin names. It would not be linguistically *wrong* to use the Latin names in the Target Text, but it would distract the average reader, who is probably not aware of the Latin names of the organs and diseases mentioned. Their Dutch counterparts should be used instead, to prevent the Target Text from turning into an anatomy lesson.

The second health text, *Illuminati Cigarettes*, features a completely different set of translation problems. It is true that it presents us with pragmatic and linguistic problems, but it also contains cultural and even text specific problems which cannot be found in any guide book.

The first thing that strikes the eye is the large number of pictures. While each picture accompanies a relevant paragraph, they have not been inserted symmetrically, creating a chaotic effect. Sheer number of them distracts the reader from the information in the text. Removing duplicate pictures and spacing them out so the article looks more coherent will make it more readable and will also take care of the excessive time necessary to load the page. Also all of the moving pictures should be removed and replaced by text or static pictures; animations strain the eyes. While this is not strictly a translation problem, it is an issue that needs to be solved before the Target Text can be presented to the audience. It should be noted that a text with visual properties such as this would not have worked for the source audience either.

The tone in which the text is written presents yet another translation problem. It is not necessarily text-specific, since many conspiracy theory sites make use of this urgent, almost panicky language and it cannot necessarily be perceived as a cultural issue either, because it is too panicky for an American audience, even if they are more prone to believing in conspiracy theories than a Dutch audience. The issue is that "toning it down", would make the message in the text seem less urgent, while leaving the article as panicky as it is, would cause it not to be taken seriously, except by those who share the same feelings as Mr. Cardona. Especially in

Dutch the text would come across as a parody and would most likely be perceived as such. This is a problem of *poetic license*; how far is the translator allowed to go when translating a text which presents a translation problem such as this?

An answer is found in Reiss's text type guide. This text is predominantly operative, meaning it should be translated to equivalent effect. The receiver should be convinced of the dangers of the Illuminati and how they are trying to control the world through tobacco and because a literal translation of the Source Text is not likely to reach that effect, the translator will be entitled to implementing changes that are necessary to make the text "work" for the intended audience, even if that means the translation will not be an exact mirror to the original. In order for this text to work, it should be given some more informative characteristics. The Source Text, though operative in nature, has a secondary informative purpose. Instead of focusing the on the operative aspects and telling the reader to do this, see that and understand it all, the sentences could be reshaped so the text becomes operative in an informal shape. This may appeal more to the level-headed Dutch reader than the aggressive shouting in the Source Text. Several examples of original sentences from the Source Text and their translated and reshaped versions from an informative-Operative Target Text:

"As we see here lucky strikes me are again referring to the Egyptian sun gods again pure Satanic!"

“Zoals we hier zien verwijst Lucky Strike opnieuw naar de Egyptische zonnengoden; puur Satanische symboliek.”

The exclamation mark has been removed and several punctuation errors and grammatical errors disregarded. The last clause has been extended somewhat: instead of “puur Satanisch” I chose “puur Satanische symboliek” because the original clause seemed somewhat unfinished; it did not seem to refer to anything specific. The new clause specifically refers to Lucky Strikes’ Satanic symbolism, that way making clear to the reader exactly which point the author is trying to make. The word “symboliek” raised the sentence’s register to a somewhat higher level, making it more believable and less “panicky”.

Similarly, sentences which contain statements that come across as insulting should be replaced by more neutral forms. Mr. Cardona probably realised that while writing his articles, because he consistently refers to “we” and “us” and not “you”. One example is the “time for us all wake up!!”, which is most likely an ungrammatical version of “time for us all to wake up!!”. By including himself in “us”, he avoids putting himself in the position of the omniscient writer and turns his order “wake up!” in a suggestion.

A very minor change which has a major effect would be undoing the “screaming”. This can simply be done by replacing the many exclamation marks with periods and by getting rid of the “all caps” text, replacing it with lower case letters.



The Prayer of Salvation, which could be found at the bottom of every article but which has been removed due to an error at the site on which it was originally hosted, presents a number of problems of its own. Transferring it from a picture to print is easy. It is still a body of text; it can be translated and added to the Target article as such, or left out if the Target Text is not meant to convert, only to inform. Difficulties with translating the Prayer are caused by cultural differences between English and Dutch religious language. The source of the prayer is most likely the Christian website [www.salvationprayer.info](http://www.salvationprayer.info), which states on the webpage discussing the Prayer that:

Regarding the location of the Sinner's Prayer in the Bible? Well, there isn't one mentioned; it is only implied. The basis of the Sinner's Prayer comes from Romans 10:9-10. "That if thou shalt confess with thy mouth the Lord Jesus, and shalt believe in thine heart that God hath raised him from the dead, thou shalt be saved. For with the heart man believeth unto righteousness; and with the mouth confession is made unto salvation. (Prayer of Salvation, para. 2)

This Prayer has never been officially translated into Dutch. It would therefore be useful to compare Romeinen 10: 9-10 to Romans 10: 9-10, so the translator will know what the source of the Prayer is. The translator then needs to look into the way in which God is addressed. This Prayer is rather unusual, as God is addressed with "you" and not the rather archaic "Thou".

Apparently God can be addressed with two personal pronouns in English: "you" and "Thou". Unlike English, Dutch has three personal pronouns available; "U", "Gij" and the informal "jij". The issue here is one of register. "U" and "Gij" are both more formal than "jij", even though "Gij" is ultimately only an archaic version of "jij". The same goes for the word "Lord", which has many different shapes in Dutch. While the archaic "Loverd" is no longer in use in English, Dutch has "Heer", "HEER", "Here", "Heere" and "HEERE". The rule of thumb is that the more orthodox a denomination is, the more archaic the word for "Lord" is and the more capital letters are used. Some churches even forgo the words "Heer" and "God" altogether and opt for terms such as "de Naam", "de Levende", "de Eeuwige", "Yahweh" or "YHWH" instead. It is my experience that avoiding "God" is not necessarily a token of orthodoxy; it seems to be more common in evangelical churches. Denominations believing in a gender-neutral God sometimes use "Vrouwe" or "Moeder" along with "Heer".

The Prayer of Salvation is a rather modern work, given its use of "you", making the fairly archaic "Heere" and "HEERE" inappropriate. "Heer" can be used in the context of "the Lord". "Here", even with only two Es, is a bit too archaic, unless it appears in a "Lord Jesus Christ" construction, where "de Heer Jesus Christus" is used in a manner more reminiscent of "Mr. Christ" than of the religious title that has been bestowed upon him. "De Here Jesus Christus" will in this case be used simply to avoid linguistic ambiguity. I recommend "U" as a translation of "You". "Jij" is hardly used in Dutch churches. It appears to be more or less taboo to address Jesus or God as an equal in most Dutch churches, although I am not exactly sure why that is.

"Gij", on the other hand, is too formal and archaic for a modern work such as the Prayer of Salvation. The respectful but modern "U", note the capitalisation, is the best option because it is neither archaic nor overly informal.

Similar to *Why is smoking bad for you?*, this is an informative text with a somewhat informal writing style. The language is not particularly high register and not overly clinical; it does not contain the Latin names of organs or diseases and it reads easily. Nevertheless this text contains several translation problems. One of them, a problem of the linguistic type, is the many idiomatic expressions. They can simply be solved by finding corresponding expressions in the target language. A particularly interesting expression which forms a grammatical as well as *cultural* problem by itself, though, is "There's a new food bad guy in town". The expression has no direct Dutch equivalent. The expression refers to the Wild West, where, according to many Westerns and Cowboy stories, towns were raided by desperados and bandits. If the Sheriff apprehended or shot one bad guy, another would usually pop up to replace him. In this case sugar is the bad guy which apparently needs to be apprehended. The Netherlands does not have a history of cowboys, Sheriffs and desperados other than the stories of Lucky Luke and Arendsoog, but it does have a history of vagebonden, schouten and balllingen. "Schout" and especially "balling" are probably unknown concepts to Dutch readers who do not know much about history or who are not interested in days past, but many people will know what a "vagebond" is, with thanks to Disney's *Lady en de Vagebond*. According to [mijnwoordenboek.nl](http://mijnwoordenboek.nl), a "vagebond" is "1) Als landloper zwerven 2) Arme drommel 3) Boef 4) Berooid persoon 5)

Bedelaar 6) Beroep 7) Dolaard 8) Gespuis 9) Kalis 10) Landloper 11) Persoonsbenaming 12) Rabauw 13) Schoft 14) Schurk 15) Schelm 16) Schooier 17) Vrijbuitter 18) Zwerver 19) Zwalker". Some of these meanings correspond quite well with "bad guy". Today "vagebond" is associated more with being a tramp than with being "bad", so the bad aspect can be emphasised by adding the word "vilein". Both "vagebond" and "vilein" alliterate with "voedsel", the Dutch word for food, giving birth to structures such as "vileine voedselvagebond". This translation is playful and informal, just like the Source Text.

A second translation problem is a surprising reversed situation. The Dutch language contains many diminutives, while the English language prefers to use adverbs such as "little" or "small". Nevertheless English has "veggies" as an acceptable, every day expression, while Dutch has no acceptable diminutive for "groenten". "Groentetjes" is a word normally reserved for children. It is not used when addressing an adult. Flemish appears to use the word "groentjes" as an alternative to "groenten" and it would have been an acceptable option if it had not been the name of a certain menthol-flavoured candy. Since this text is about consuming *less* sugar, it would be unwise to allow the reader to confuse veggies with sugar-coated candy. Therefore the only available option is "groenten".

The next problematic sentence is "We turned to experts to clear up the confusion over this tasty temptress". The sentence contains one expression which cannot be translated directly to Dutch; "to clear up the confusion" and two instances of alliteration; in the confusion-expression

as well as the “tasty temptress”. There is a quick solution to “tasty temptress”, though at the expense of the alliteration. Sugars, but also other sweet foods such as chocolates and cakes, are often referred to as “de zoete verleiding”. It is even used in some Dutch anti-sugar blogs. The expression is in that sense not alien to sugar texts. It should be noted, that the Source Text uses “temptress” instead of “temptation”. When reading out the Source Sentence comparing “tasty temptress” with “tasty temptation”, the “temptress” fits better into the metre of the sentence. “Temptation” is too long. “Temptress” also has a sense of danger which “temptation” does not have, as though sugar is a beautiful woman who is trying to seduce the reader and who will poison him if he gives in. In order to transfer that sense of danger to the Target Text all one needs to do is change “verleiding” to “verleidster”. Sugar then becomes “de zoete verleidster”; not the passive tool used to seduce you, but the active agent which does the actual seducing. “To clean up the confusion” is another expression which cannot be translated directly, but the Dutch expression “een tipje van de sluier oplichten” is an excellent option, especially if combined with the tasty temptress with hidden intentions. “We wenden ons tot de experts om de sluier van deze zoete verleidster op te lichten”.

While *141 reasons sugar ruins your health* stands out from every other article as far as format and use of language are concerned, the text features the same linguistic translation problem as the other English texts: diseases and organs that are mentioned by their Latin names, whereas the Dutch language prefers to refer to them with their Dutch names. The solution is the same: translate the Latin names of the diseases to Dutch so the Target Text is understandable to the

average Dutch reader. Unfortunately this is not the only translation problem in this text... or is it?

This too is a hybrid text; an informative text with an operative purpose. Because of that operative purpose, the author used several mostly covert persuasion strategies which have been discussed earlier in this thesis. The strategy of the “stacking reasons”, i.e. “Sugar can cause this type cause of cancer”, “Sugar can cause that type of cancer” etc. as opposed to “Sugar can cause multiple types of cancer, such as...” appears to present a text-specific problem of ethics. Is it ethically correct to amplify –critics might say exaggerate – the dangers of eating sugar like that, or should you reduce the negative effects of eating sugar in your translation?

Reiss's text type chart appears to indicate the Target Text should remain as faithful to the Source Text as possible. The translation methods of the informative text as well as the operative text appear to be in favour of translating the text as it is, with all 143 reasons included. The text should be translated to “equivalent effect”, meaning the Target Text must be as intimidating as the Source Text. The Target Text should “transmit referential content”, so it should convey the same information as the Source Text. The format of the text should therefore remain the same. The issue here is one of **content versus context**. The body itself has a purely informative form; it is nothing but a list. Its *context*, however, is operative. When translating the text, the context will be lost so the text will come across as informative; however, the sheer number of reasons is so intimidating that they form an operative element of their own. Including the “Suicide by Sugar”

banner will amplify that effect. Otherwise the persuasion strategies are so covert that they – oddly enough – do not have to be taken into account when translating this text. The covertness is this text's strength and that strength should be transferred to the Target Text. Therefore, format-wise, the Target Text should remain as close to the Source Text as is possible, with explicitation if required.

Now that the translation problems contained within the English texts have been analysed, it is time to move on to the Dutch texts. The texts may contain different translation problems – or perhaps the translator herself will present a problem because she is now translating from her native tongue into her second language. One thing I noticed while investigating the texts from the different languages, is that it was easier for me to identify expressions in English texts than in Dutch texts. Some English expressions were unknown to me and therefore stood out, while Dutch expressions have become “normal” to the extent that I do not think “Hey, this is an expression” anymore. One might call this a translator-specific problem.

*Verboden suikervervanger stevia is wondermiddel* resembles Aviva Patz's text where style is concerned. It is informal, relatively low register and contains a conversation. It would not be illogical to think the text will present the translator with the same translation problems as Ms. Patz's text. Nevertheless this text contains a pitfall translators need to be aware of, which is caused by two countries sharing the same language. The phrase “de Hoge Gezondheidsraad, het wetenschappelijk adviesorgaan van de federale overheidsdienst Sociale Zaken,

Volksgezondheid en Leefmilieu" will need to be translated into English; a job that seems straightforward, but which is not. A translator from the Netherlands may be inclined to translate the phrase "Sociale Zaken" with "Social Affairs", which is indeed the English name of the Dutch Ministerie van Sociale Zaken en Werkgelegenheid (Ministry of Social Affairs and Employment). The "Federale Overheidsdienst Sociale Zaken, Volksgezondheid en Leefmilieu" does not seem to exist; perhaps Mr. Geunt confused the Belgian agency with its Dutch counterpart. The government agency he appears to be referring to actually consists of two separate agencies; the Federale Overheidsdienst Sociale Zekerheid and the Federale Overheidsdienst Volksgezondheid, Veiligheid van de Voedselketen en Leefmilieu. The English name of the FOD Sociale Zekerheid is "Federal Public Service Social Security", the FOD Volksgezondheid, Veiligheid van de Voedselketen en Leefmilieu is called the "Federal Public Service Health, Food Chain Safety and Environment". "Federal Public Service" can be abbreviated to "FPS", but because "FPS" is better known as an abbreviation of "First Person Shooter", it would be wise to use the full name once and then use the abbreviation.

A quick Google teaches us that "De Hoge Gezondheidsraad" is called the "Superior Health Council" in English, so an adequate translation of the long phrase "de Hoge Gezondheidsraad, het wetenschappelijk adviesorgaan van de federale overheidssdienst Sociale Zaken, Volksgezondheid en Leefmilieu" is "the Superior Health Council; the scientific advisory body of the Federal Public Service Social Security and the Federal Public Service Health, Food



Chain Safety and Environment”.

The title contains a peculiar and two-faceted pragmatic problem of a somewhat different order. Stevia has been legal in the United States for several years, while in Europe it was illegal until at least 2010. This creates two problems: Stevia was legal in the US while the text was written and now, while the text is being analysed, it is also legal in Europe, so the title does not correspond to the current situation. The information within the text is no longer up-to-date – one might say no longer truthful.

This problem is less hard to solve than it may seem. The intentions of the author are informative; so there is no need to “translate to equivalent effect” as should be done if the text were of the operative type. This text is a snapshot in time; it shows the Stevia situation as it was in 2009. Rather than treating it as a recent article which needs to be adjusted until it is up-to-date, which would include removing all hints towards Stevia’s illegality, it needs to be treated as part of an archive, meaning all times, dates and the scientist’s arguments against its illegality should remain. All references towards the Belgian and European situation should remain as well, since this text details the situation in mainly Belgium and does not have the operative intention of convincing the reader that Stevia is better and more healthy than sugar (although it is the scientist’s intention). It does not need to be adjusted to fit the American situation.

The final translation problem, one that is quite significant, is specific to interviews. Like many interviews, this text is a text within a text – and likewise, consists of two text types which have *not* been merged and thus created a hybrid text, but are separate from each other, that way creating a text with a “multiple personalities” issue. The text written by the author, who has a neutral point of view, belongs mainly to the informative category, with minor expressive elements, whereas the quotations of the scientist are hybrid; they are informative and operative in nature, even if he uses no deontic markers whatsoever. Therefore the author’s story and the scientist’s quotations must be treated as two different texts, which each their own translation method. The author’s text, which is somewhat prosaic in nature (hence the expressive element), should be translated as an informative text, i.e. content-focused with explicitation if required. The scientist’s quotations, the “text within the text”, should be translated with focus on content *and* to equivalent effect to do justice to both its informative and its operative aspects. Therefore all conspiracy theories must remain and claims, even if they are inaccurate, should be left in place (the author states stevia does not have side-effects, but later contradicts himself when he admits that stevia is indeed toxic in very large quantities. Products containing refined stevia often have side-effects stevia itself is not responsible for). This brings us to the issue of false or simply wrong information. One of the texts I investigated but chose not to include into this thesis contained a mistake - the author misunderstood a thesis about diabetes and claimed obesity never causes diabetes while it *is* fact a risk factor - which was later rectified by the publishers in an addendum. What should a translator do if she faced a similar scenario?

There are several possibilities. One is to ignore the misleading information. I do not believe this is an option in this case. The article is about health – health is very important and information about it should be as accurate as possible to prevent people from taking decisions they may regret, even though the decision to eat less sugar can only be a good one given the amount of sugar the average person ingests daily. Aside of that, the author is simply misquoting a scientific studies, thus putting words into mouths which have never uttered them. Not correcting or at the very least acknowledging the mistake may have consequences for the author, the publisher, the translator, the misinterpreted investigation and those who conducted the investigation the article is based upon. Preferable options would be an addendum or footnote, or a “sic” or “red” by the translator, explaining the original author made a mistake. At any rate the mistake will need to be rectified.

If this were a work of fiction or a blog by a non-professional, the urgency to correct the mistake is somewhat less present. A professional usually has less room for error than a non-professional; their articles have more authority so people are more likely to believe their content as true. That is why an author like Sonny Cardona, who wrote the *Illuminati Cigarette* text, will go largely unnoticed, whereas a health professional like for example Nancy Appleton has to tread carefully when making claims in her articles. One is “just another tinfoil hat”, while the other is a certified doctor. Nonetheless my personal approach when translating a blog by a non-professional would include correcting the mistake to prevent people from taking harmful decisions based on wrong information and also for the self-serving purpose of showing that I

have done my research well and am not responsible for any inaccurate content.

Finally there is one last, text-specific problem, of Phatic nature. "Uw mening wordt geapprecieerd!" The author is inviting users of the website the article was posted on to reply to his article. The article that way serves the same purpose as an informative forum thread. Whether this sentence should or should not be included depends on the medium the text will be transferred to. If it is meant to appear on a similar website with commenting features, the sentence can be included. If the article is supposed to appear in print it may or may not be included depending on the "sub-medium" it will be featured in. Many magazines encourage people to reply to an article, referring to either an online forum or an opinion page in the magazine itself. If so, the sentence can be included. If it is supposed to be printed in a newspaper or a magazine that does not allow readers to discuss articles either in the magazine or online, the sentence serves no purpose and needs to be left out.

Unlike the previously discussed articles and blogs, *Suiker kan deel uitmaken van een gezond eetpatroon?! Aldus de Vlaamse diëtistenvereniging* largely lacks an educational aspect – even the *Illuminati Cigarette* text was quite informative in nature - and if anything resembles a rant. The text is quite emotional, even more than *Illuminati Cigarettes*, which creates a number of problems the translator needs to solve while translating it.

The other problems are mostly of linguistic nature – some of them caused by the author's outrage. The second paragraph, for example, has the header "Stoere campagne!" This does not literally mean "Tough campaign", but is an utterance of sarcasm. When the adjective "stoer" is used, the user often intends to imply the opposite. A common online expression is "Sarcasm doesn't travel well over the Net" and the benefit of "stoer", unlike "Nice" or "Well done!" is that, unless it refers to a little boy, a woman, or a daring act by a person, it is usually associated with sarcasm, so it *does* enable sarcasm to travel well over the Net or other written media.

Unfortunately there does not seem to be an English counterpart which works as well in an environment devoid of body language or intonation, so another solution must be found. That solution is provided by the author. Throughout the text, the author uses Netspeak. This entitles the translator to use some Netspeak if the situation demands it. Netspeak is often used to convey feelings that cannot easily be transferred to print; two possible options would be to use an emoticon such as "-\_-", which signals sarcasm or embarrassment, or to add a "-sarcasm-" to the sentence. Emoticons do not look professional and the author has not used any in her text, so they cannot be used here. A much more simple solution, which has my preference, is translating "stoere campagne" with "*Niiiiice* campaign", the italics and extended vowel being the markers of sarcasm. Later in the text she uses the same strategy in the sentence "Lees hier wat leuke krantenartikelen met 'interessante'opmerkingen en verklaringen", so using it in this header will not interrupt a stylistic pattern of any kind by introducing a new element to it.

The second problem the two texts share is the conspiracy theories. Both texts accuse major organisations of misleading and dangerous activities: *Illuminati Cigarettes* accuses the Illuminati and major tobacco companies of brainwashing people through tobacco and *Suiker past in een gezond eetpatroon* accuses the Vlaamse Diëtistenvereniging of promoting the consumption of sugar in favour of its sponsor *Coca Cola*. While it may seem odd for a dietetics association to have a soft drink manufacturer as a sponsor, there is a chance *Coca Cola* had nothing to do with this particular campaign and the diëtistenvereniging independently reached the conclusion that sugar does fit into a healthy lifestyle. The author may have looked at the campaign and jumped to her own conclusions, which may be untrue. Throughout the text the author uses the “opinion as fact” strategy, which involves presenting personal opinions and interpretations as though they were facts. It is a strategy that must be used with care. If the information the author tries to convey is untrue, she may be committing libel.

The article, which seems to mostly serve the purpose of defaming the Vlaamse Diëtistenvereniging, leans heavily on personal interpretation and the author's outrage and anger (text-specific translation problem number three). It does not strike me as ethically correct. Unfortunately the translator cannot remove the allegations made against the Diëtistenvereniging as they appear to be what the text is ultimately about. Whether the accusations can be sugar-coated or not is a matter of poetic license. The author has uploaded this text quite some time ago and has not toned it down or otherwise edited it. She would probably want the Target Text to be equally as aggressive and provocative as the Source Text. She would

most likely not allow the translator to remove or censor the accusations.

The texts discussing sugar cover a relatively new “health hype”. The dangers of smoking, though, have been in the centre of attention of a much longer time and are better known. The texts are of different nature – less eager to *immediately* reform, because everybody is aware of the risks of smoking. All the smokers appear to need is a nudge in the right direction. Because the texts are different, the translation problems they feature are different. They illuminate the difference between the ways texts discussing hypes and old, well-known information are written.

Similar to Ms. Numan’s text, Stoprokenblog.nl presents a major text-specific translation problem. These blogs make extensive use of visual aids, such as the stop status. *In theory* these can be transferred to print; the first page of every chapter of the novel *Bridget Jones’s Diary* features a small list of “sins and achievements” at the top, but those lists consisted of only three or four bullet points at maximum. If the same system were to be applied to translations of the blogs on stoprokenblog.nl, the reader would first be presented with a long list of achievements and statuses and would *then* be presented with the actual body of text; a case of large scale frontal overload. This problem can be solved by putting the list of achievements at the *bottom* of the text, like a signature of some kind. It will be less intrusive, but will still teach the reader something about the author of the blog he just read. He can also choose to skip it completely.

This thesis will not discuss translation problems as far as the content of the blogs are concerned, since those are unique to each individual blog and would take up too much time and space. Other problems common to weblogs, such as poor spelling and grammar have already been discussed.

The Dutch non-smoking text presented by de Hartstichting is clinical and factual enough not to contain any translation problems that need to be discussed here. The only issues it may represent, like using Latin names of organs or English names, have already been discussed in the analysis of *Why smoking is bad for you*.

### Chapter 3: A critical analysis of Chesterman's text type triangle and Reiss's text typology

As said in the introduction, the tool I used to identify the various text categories is Chesterman's text type triangle. It is a visual aid, as opposed to a purely written aid, allowing a form of gradation; for example a text is mainly informative with operative elements and is therefore located closer to the "informative corner" than to the operative corner. The triangle is based on the three text types identified by Katharina Reiss, which have in turn been based on the functions of linguistic signs model by the psychologist Karl Bühler (whose theories appear to be relatively unknown to the general public, or at the very least undervalued) and unfortunately, that is where its weakness stem from. Reiss's text typology has certain flaws which are carried



onto the triangle.

The three text types as according to Reiss are:

**Informative:** "to transfer news, knowledge, opinions, etc. – in sum, to inform"

**Expressive:** "mainly to transmit contents organised in an artistic fashion, consciously organising the content according to aesthetic criteria"

**Operative:** "to transmit contents of persuasive character to induce the text's receiver to act in the sense intended by the text's sender" (Coelho & Fujihara, n/d)

Reiss's model treats texts as belonging to only one text type by default; hybrid texts which belong to more types are considered "special" or "problematic" and are, according to several sources, hardly touched upon in her works. Actually many, if not most, texts are hybrid and therefore "special" and "problematic" in practice. Reiss's advice is to adhere to the "dominant" function of the text, but in several cases texts are covered by two or three equally dominant functions (appellative, informative or expressive) and picking one to determine the dominant text type can cause the other functions to be "lost in translation", so the target text will end up more one-dimensional than the original.

The three text types that are the foundation of Chesterman's triangle have been established a long time ago; Reiss first established them in 1976 and the model they were based

on, Karl Bühler's function of linguistic signs, was conceptualised as early as the 1930s. Bühler identified the expressive, vocative and informative functions, which Reiss adapted into the expressive, operative and informative text types. The mass media have developed since then and so have means of communication. Weblogs, forum threads, text messages; they do not appear to fit any of the text types and therefore do not occupy a spot in the text type triangle Chesterman constructed.

The Russian linguist Roman Jakobson designed a communication model which, like Reiss's text typology, is based on Bühler's model. He added another function of language; the phatic function. This function covers small talk and the exchange of greetings and utterances of politeness. While it could to some extent be considered part of the informative function, it purely has the purpose of creating a mood of sociability and friendship. The information actually exchanged consists of clichés and generally empty comments on the weather or "How's the missus doing?"

The problem with modern ways of communication such as weblogs and forum threads is that they can appear in many different shapes and forms. They can assume operative or persuasive forms, like the ones discussed in this thesis, but can also feature a poem and therefore be expressive, or can contain random chatting about a cute little dress a teenage girl spotted in a store, causing them not to fit in any of the three categories. On top of that forum threads and to some extent weblogs invite people to comment to them, creating a requirement

for an acknowledged phatic text type. This is amplified by the messages exchanged on forums, blogs and chat boxes often being of a nature which can be described as superficial"; they do not invite others to debate about them, but are supposed to attract friends by finding people who have the same hobbies and passions as them. They are basically the online version of small-talk, except visible to everybody and not only to those within earshot.

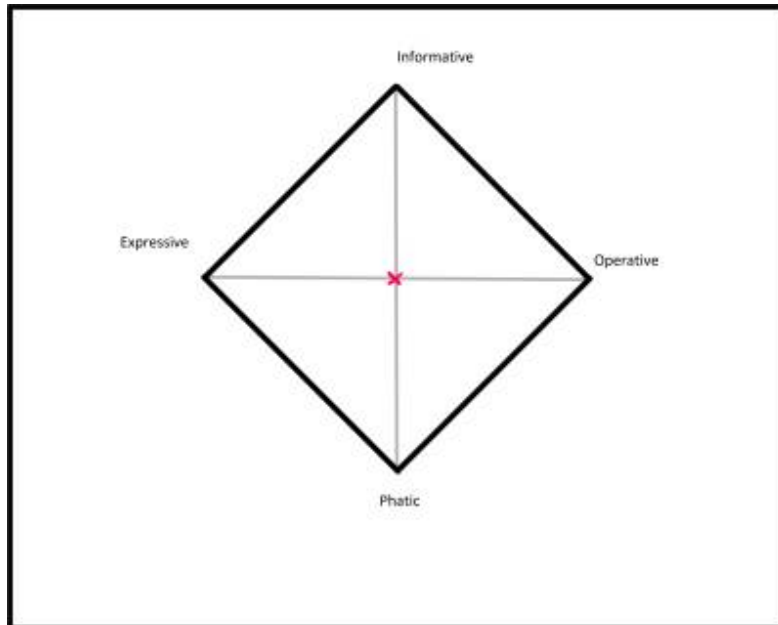
The Tweets and Facebook statuses people post are semi-informative. They do contain information users wish to share with others, but not for educational purposes. The users wish to create an atmosphere in which people can chat together about their passions, hobbies and pets. That atmosphere is one of sociability and safety. It is, if anything, phatic in nature.

Reiss' text types and Chesterman's text type triangle do not cover this type of small talk which can be posted and read by anyone enough credit. Likewise, they do not cover the discussions organised in forum threads or weblogs. The triangle lacks room for today's social media. Although some weblogs appear to fit quite well into the category "sermon", the shorter "diary entries" such as "I smoked a fag today. Feel like hell." cannot be located. The phatic element, represented by the ability to comment on the thread, cannot be located at all. The triangle is simply put out of date.

There is a solution to the triangle's incompleteness: re-establish the phatic text type. There are so many texts of phatic nature these days, that –no matter how trivial their content-

they cannot be overlooked any more. Translating “talking for the sake of talking” conversations is not easy; especially translating online conversations is complicated because of the properties of Netspeak (the Dutch author Carrie Slee wrote a book about a group of girls chatting and, in my opinion, failed; the girls’ spelling and use of punctuation marks was immaculate). The text type triangle features the category “play”, which appears to cover conventional conversations, but does not specify what kind of play. A Shakespearian play will need to be translated differently from a conversation in a Robert Ludlum, a fictional chat session between two teenage boys or a furious weblog full of Netspeak. By including the phatic text type, people can create a guide to translating weblogs, tweets and also light conversation. The addition of a fourth text type will require the triangle to be transformed into a square, which will generate problems of its own.

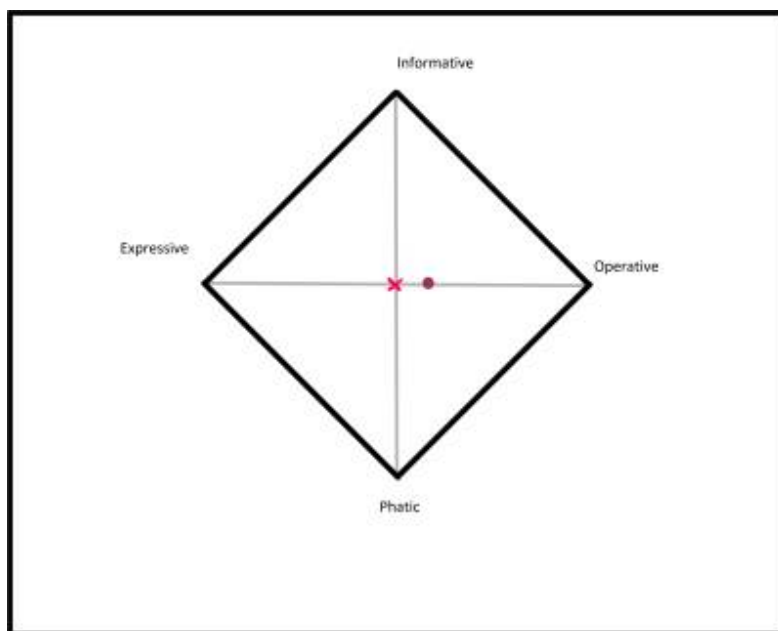
This is the basic design of the Text Type Square:



The Square is similar to the Text Type Triangle to the degree that every corner is occupied by a text type. In fact the shape of the Square is based on the Triangle's, with another triangle attached to give the phatic text type a home. Unfortunately that is where the similarities end, because the Square requires an approach that is different and more complex than the Triangle's.

The Text Type triangle is a two-dimensional model, in which each genre is represented by a corner of the Triangle. The text is represented by a one-dimensional dot. While this system works in a triangle, it will not work in a Text Type *square*. In a Triangle, the three corners of the Triangle that represent the text types are connected through each other with the three lines that form the borders of the triangle. In a Square, however, there are opposing corners, which can only be connected through diagonal lines as depicted in the picture above.

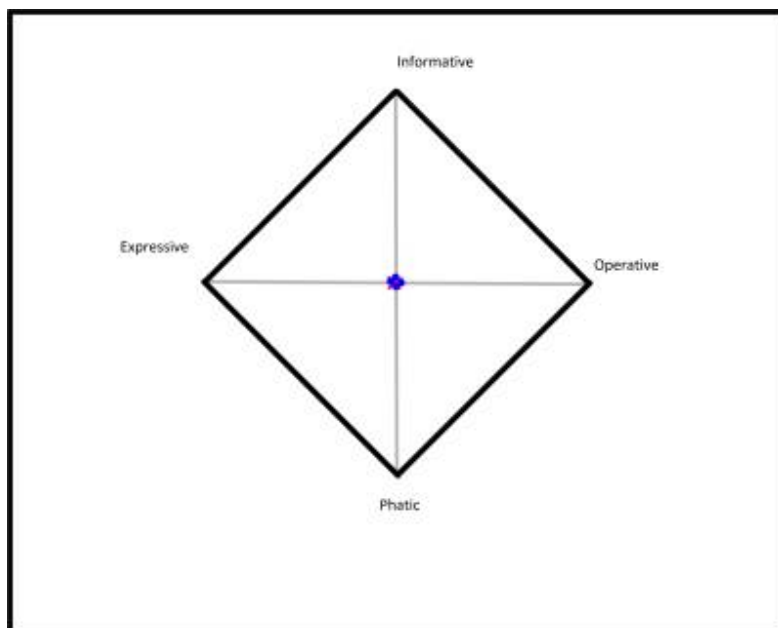
In the Triangle, a genre which is for example expressive and operative in nature and not at all informative can be put very close to the outer border of the Triangle, between expressive and operative, and not anywhere near the informative corner. However, if in the Square the expressive and operative corners are opposite of each other and so are the phatic and the informative corner, a genre that is expressive and operative, but not phatic and informative, will have to be placed near the diagonal that connects the expressive and operative corners to each other and may approach the phatic – informative diagonal, that way appearing as more than just expressive and operative in the square.



The same goes for text types that have characteristics of three text types and have nothing to do with the fourth. Their “dot” will still have moved towards the corner of the fourth

text type.

Worse is an example of a hypothetical genre that is expressive, operative, phatic and informative in equal amounts. Its one-dimensional dot is placed in the dead centre of the Text Type square, exactly where the diagonals meet. Unfortunately that is also where the operative-expressive but not phatic- informative and phatic-informative but not operative-expressive texts are located, along with the hypothetical text that is neither of all text types.



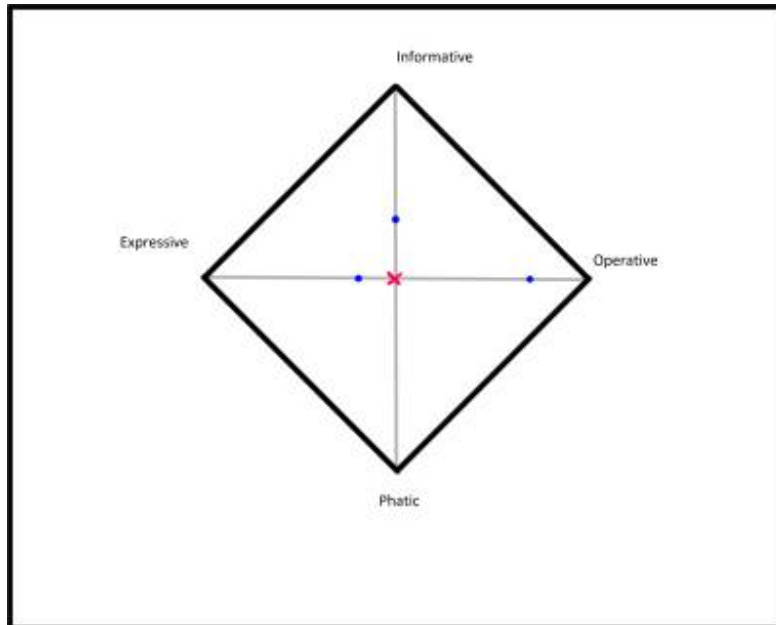
The four hypothetical texts are not the same and require different translation strategies. However, because they are all located in the same position in the Square, it is impossible for the translator to use the Square to define a translation strategy here or even determine the text type. It is evident that a one-dimensional system is insufficient. Therefore, the Square must transform

into a two-dimensional model with a two-dimensional system which translators can use to determine a text's function and translation strategy.

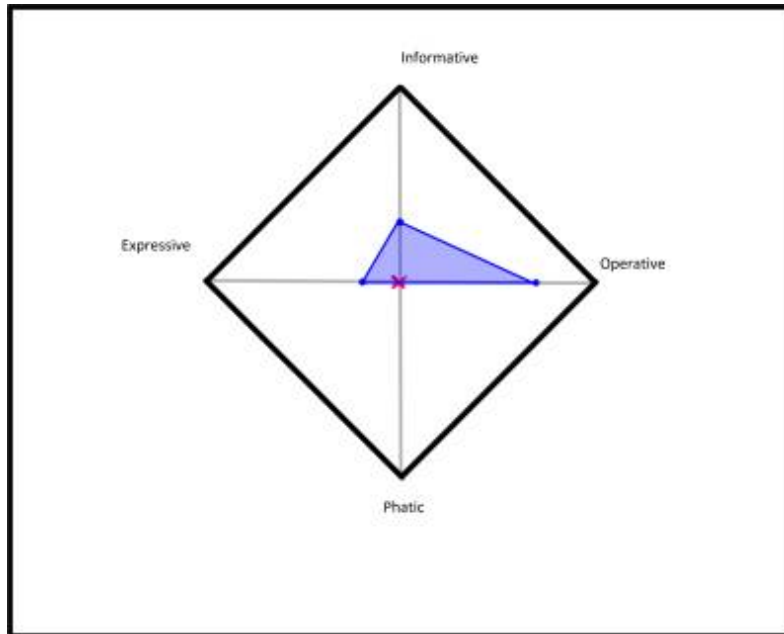
Each text type is attached to the centre point of the Square through a line. The analysed text is represented by four nodes (dots), which are positioned on the four lines based on how well they fit into each text type. The resulting shape will tell the translator to which text type the text belongs, or whether it is hybrid or has traits of as many as all four text types and which translation strategy should be applied.

The first example is a sermon. It should be noted that I do not agree with the location Chesterman assigned to the sermon in his Triangle. He established the sermon as a text which is primarily operative, secondarily informative and which has no expressive qualities at all. The phatic element is not considered due to the nature of the Triangle. When I was a child, my parents often took me to church. I have therefore heard hundreds of sermons of all kinds, including "donderpreken" and lengthy explanations or Bible verses. Many of those sermons were poetic in nature. The vicars had written stories and even poems to make the sermons more interesting. While many sermons did indeed belong somewhere between the operative and informative corners, many others also had expressive elements. For that reason my representation of the sermon in the Text Type Square extends onto the expressive line.



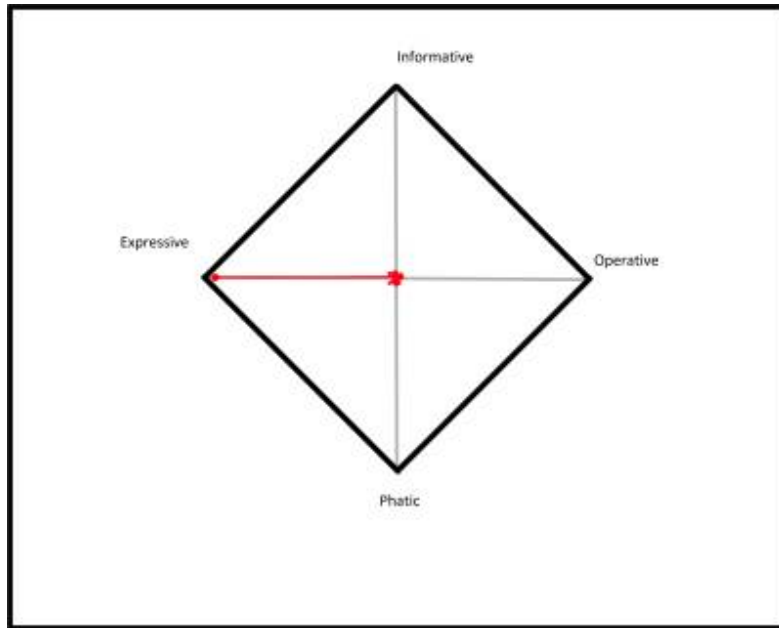


Hybrid texts belonging to text types which are housed in opposing corners of the Square will be represented as a covering part of the text type's crawling lines. That enables the translator to see the text belongs only to those text types and to which degree, unlike the one-dimensional dot system, which confuses the translator into believing the text may belong to three or all four text types.

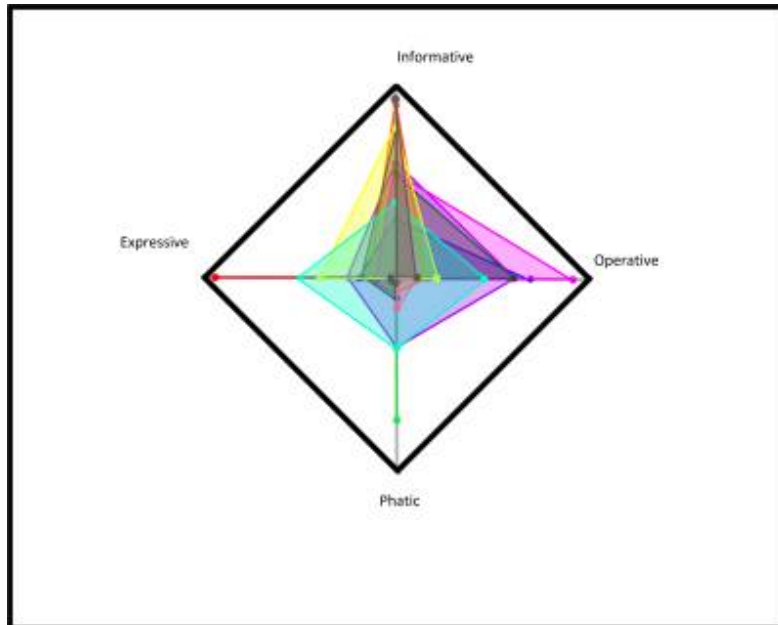


A hybrid text belonging to text types that are located in corners that are adjacent to each other forms a triangle, as demonstrated by the sermon.

A text that belongs to only one text type - such as the poem, which is the archetypical expressive text - consists of a line running from the text type's corner to the zero point in the middle of the Square. The other text types are not involved.



This Text Type Square is not without flaws. Here is a picture of the Square containing several text types present in Chesterman's triangle, plus some of the texts that have been analysed in this thesis. Note that not many types extend deeply into phatic territory; perhaps that is why it was not included into the Triangle.



It looks quite crowded. In Chesterman's Triangle, the texts are represented by one-dimensional dots. Since each text occupies *one* spot in the Triangle because every text is theoretically a unique combination of text type elements, the "text fields" in the Square overlap with each other. It is caused by the nodes all crawling over the same four text type lines. Unfortunately there is no way around this in a printed version of the Text Type Square, unless perhaps the Square were to be printed using holography, where the angle of the paper the Square is printed on defines the "text fields" you see. Frankly it would be a costly and impractical solution, since even a holographic picture can be viewed from a limited amount of angles – at any rate less angles than there are texts.

Digital media provides a solution for this problem. The solution was inspired by the software I used to design the Square. The software makes use of a user-adjustable amount of

transparent layers that can be drawn on and made visible and invisible at will. The source file of the Square is a collection of those layers, which I turned on and off to depict the Square in all its uses. Every single depiction of the Square is an image of the same source file.

The same process can be used for a digital depiction of the Text Type square. The default is an empty square with no data inserted. The text types would be represented as user-adjustable parameters. The user would be able to assign a percentage to each parameters - say 75% operative, 75% informative, 25% expressive and 10% phatic for a sermon and 0% operative, 0% informative, 100% expressive and 0% phatic for a poem - feed these percentages into the square, which automatically draws the text field for them. Translators should be able to share those percentages with each other much like an app, so they can compare their opinions on what text fields for different text categories look like. This would allow the square to be used as a legitimate CAT tool.

The drawback is the Wiki-effect. Online or user-adjusted databases are notorious for their lack of reliability. A Square that is fully user-adjustable is also unreliable, because everybody fills it in according to their own perceptions. Introducing a non-adjustable square would undo the Wiki-effect, but it would still be prone to subjectivity because the translator who compiled the data and entered it into the Square did so based on their perceptions of the different text types, as is also evident in the Text Type triangle.

## Chapter 4: Conclusion

For this thesis I analysed four texts written by professional writers and four texts written by amateur writers, looking for differences in their writing strategies and how they would affect the translation process. As the texts were being analysed, it became apparent that in spite of the differences and similarities between the texts, there is no straightforward approach to translating them.

While analysing the texts, I discovered that professional authors of Dutch and English texts alike tend to prefer epistemic modality over deontic modality and use deixis on a conscious level. They also use somewhat simplified language. By contrast, the blog authors make use of deontic modality and though they are aware of deixis, they appear to use it on a *subconscious* level. This explains why the professional articles are informative texts with operative undertones, while the blogs – Nancy Appleton's article aside – are operative with informative characteristics.

Similarly, there are differences between the translation problems encountered in professional articles and weblogs. One difference that stood out in particular is that all professional articles feature the same basic set of problems, mostly of pragmatic nature, while each of the weblogs features at least one unique problem per text; for example *Illuminati Cigarettes's* poor grammar or Stoprokenblog's visual aspect. This indicates that while

professional articles can theoretically be translated according to an established guide, translating weblogs requires more creativity on the translator's behalf.

The text types previously mentioned brought to light several problems which I encountered when using Reiss's text typology model and Chesterman's text type triangle. Virtually every text I analysed was a hybrid of the informative and operative text types – something which Reiss's typology does acknowledge, but dismisses as unusual. The typology also lacks a fourth, phatic text type which has become common with the rise of Internet usage, rendering said typology and in extension Chesterman's Text Type Triangle outdated. I provided a solution to the missing type problem by expanding the Triangle into a square which does include the phatic type.

In spite of this research, several questions are left open. For example, are texts containing no hint of emotion whatsoever more objective and thus more legitimate than texts with emotional undertones? And will the role of the phatic type become more significant over time? Those are questions this thesis cannot answer, but which are worth looking into.

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## Appendix A

### 1 Medical News Today

**Smoking** is responsible for several diseases, such as cancer, long-term (chronic) respiratory diseases, and heart disease, as well as premature death. Over 440,000 people in the USA and 100,000 in the UK die because of smoking each year. According the US CDC (Centers for Disease Control and Prevention), \$92 billion are lost each year from lost productivity resulting from smoking-related deaths.

Of the more than 2.4 million deaths in the USA annually, over 440,000 are caused by smoking.

Smoking is the largest cause of preventable death in the world. Recent studies have found that smokers can undermine the health of non-smokers in some environments.

In an article published online in Medical News Today on 30 May 2013, we presented data demonstrating that, on average, smokers die ten years sooner than non-smokers.

### **Smoking causes cancer**

90% of lung cancer patients developed their disease because of smoking. Lung cancer is one of the most common causes of cancer deaths in the world. Smokers also have a significantly higher risk of developing:

- Bladder cancer
- Kidney cancer
- Cancers of the pharynx and larynx (throat cancer)
- Mouth cancer

- Esophagus cancer
- Cancer of the pancreas
- Stomach cancer
- Some types of leukemia
- Cancer of the nose and sinuses
- Cervical cancer
- Bowel cancer
- Ovarian cancer
- In some cases, also breast cancer

According to Cancer Research UK, one person dies every 15 minutes in Great Britain from lung cancer.

Smoking also raises the risk of cancer recurrences (the cancer coming back).

### **Why does smoking raise cancer risk?**

Scientists say there are over 4,000 compounds in cigarette smoke. A sizeable number of them are toxic - they are bad for us and damage our cells. Some of them cause cancer - they are carcinogenic.

Tobacco smoke consists mainly of:

- **Nicotine** - this is not carcinogenic. However, it is highly addictive. Smokers find it very hard to quit because they are hooked on the nicotine. Nicotine is an extremely fast-acting drug. It reaches the brain within 15 seconds of being inhaled. If cigarettes and other tobacco products had no nicotine, the number of people who smoke every day would drop drastically. Without nicotine, the tobacco industry would collapse.

- Nicotine is used as a highly controlled insecticide. Exposure to sufficient amounts can lead to vomiting, seizures, depression of the CNS (central nervous system), and growth retardation. It can also undermine a fetus' proper development.
- **Carbon Monoxide** - this is a poisonous gas. It has no smell or taste. The body finds it hard to differentiate carbon monoxide from oxygen and absorbs it into the bloodstream. Faulty boilers emit dangerous carbon monoxide, as do car exhausts.

If there is enough carbon monoxide around you and you inhale it, you can go into a coma and die.

Carbon monoxide decreases muscle and heart function, it causes fatigue, weakness, and dizziness. It is especially toxic for babies still in the womb, infants and individuals with heart or lung disease.

- **Tar** - consists of several cancer-causing chemicals. When a smoker inhales cigarette smoke, 70% of the tar remains in the lungs. Try the handkerchief test. Fill the mouth with smoke, don't inhale, and blow the smoke through the handkerchief. There will be a sticky, brown stain on the cloth. Do this again, but this time inhale and then blow the smoke through the cloth, there will only be a very faint light brown stain.

[Click here](#) to see a longer list of harmful chemicals found in cigarette smoke and how they can harm you.

## Smoking and heart/cardiovascular disease

Smoking causes an accumulation of fatty substances in the arteries, known as atherosclerosis, the main contributor to smoking-related deaths **comma splice**. Smoking is also a significant contributory factor in coronary heart disease risk. People with coronary heart disease are much more likely to have a heart attack.

Tobacco smoke raises the risk of coronary heart disease by itself. When combined with other risk factors, such as hypertension (high blood pressure), obesity, physical inactivity, or diabetes, the risk of serious, chronic

illness and death is huge.

Smoking also worsens heart disease risk factors. It raises blood pressure, makes it harder to do exercise, makes the blood clot more easily than it should. People who have undergone bypass surgery and smoke have a higher risk of recurrent coronary heart disease.

According to the American Heart Association:

*"Cigarette smoking is the most important risk factor for young men and women. It produces a greater relative risk in persons under age 50 than in those over 50."*

A female smoker who is also on the contraceptive pill has a considerably higher risk of developing coronary heart disease and stroke compared to women using oral contraceptives who don't smoke.

If you smoke your levels of HDL, also known as *good cholesterol* will drop.

If you have a history of heart disease and smoke, your risk of having such a disease yourself is extremely high.

A much higher percentage of regular smokers have strokes compared to other non-smokers of the same age.

The cerebrovascular system is damaged when we inhale smoke regularly.

Those who smoke run a higher risk of developing aortic aneurysm and arterial disease.

Further reading: "*What chemicals are in tobacco smoke?*"

Written by Christian Nordqvist

Original article date: 30 May 2004

Article updated: 3 March 2011

Copyright: Medical News Today



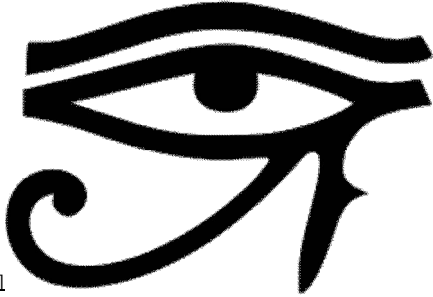
Appendix B

meanings behind these logos as we look I believe these are magical spells are cast upon the buyer of these packs and ultimately the smoke

RUGS-DEATH-



ed with the cycles observed in nature, in particular vegetation and the annual flooding of the Nile, through his links with Orion and Sirius



Christian era.<sup>[11][12]</sup>

pyramid with the all seeing eye of Osiris<<< which is blasphemy because the devil is not all seen only the Creator God is!

mean?

red" exclaimed by Julius Caesar & is found on Marlboro packs.

is pure satanic doctrine in essence saying they control you!







ate our children at an early age to start smoking. Some of these candy even blows smoke out to them!

ittle smoke cigarette packs! We see it appeared to have pyramid of Osiris and if you look at though white candy box you will see a pe

sun gods not the true Creator of all...

ed with a dot (Unicode U+2609 ☉ preferably or U+2299 ☉). It is the astronomical symbol/astrological symbol for the Sun, and the ancient  
but it has become square in modern script: ☐ (*r*).

**gyptian sun gods again pure Satanic!**

embles a sun cross.

**ircle within a circle a sun referring again to the same sun worship!**





**Osiris represented as the reptilian eye?**

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**mbol which represents the rings of Saturn which in some satanic cults Saturn is Lucifer!**

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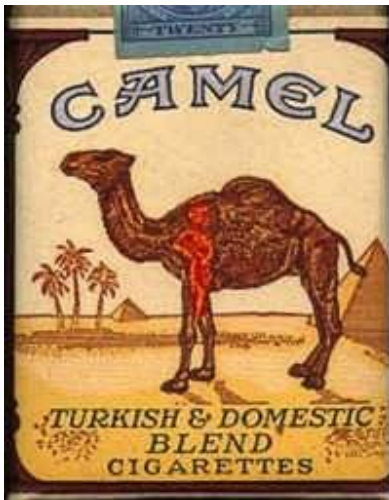
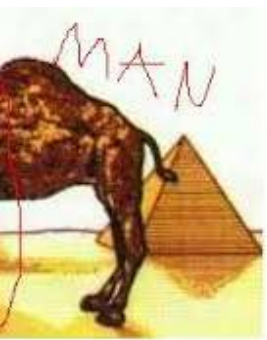
Ancient Egypt is pure legend, but that does not keep occultists from believing in its existence. As you can see here again in the cigarette b



**Satanic Phoenix to rise above the ashes! same as the dollar bill same representation eagle rising from the ashes of Phoenix**

**H..PURE SATANIC!!**

---



showing you their alliances towards There false gods in showing a naked man going to be trampled by a lion looked closely again in the  
ready to pounce on the man and you will see the subliminal message and this is the most representative of the illuminati they do not ca



**Total price:**  
**\$10**

**State Taxes:**  
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22 to the general fund

**City taxes:**  
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50 to general city  
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to general fund

AND YOU WILL GO BROKES\$\$\$



**smoke  
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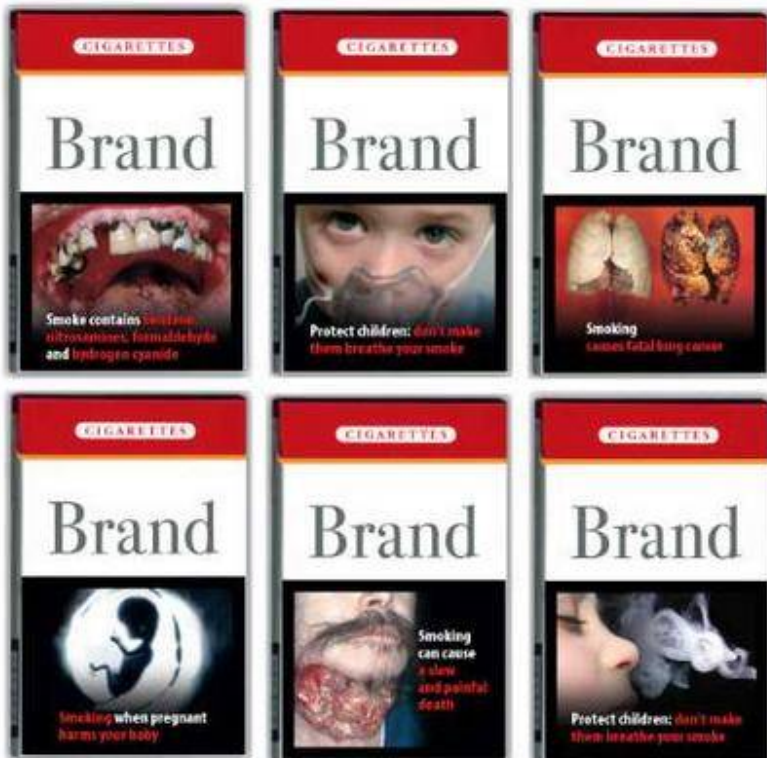
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**LIFE! "FROM EVIL"**

**ARE YOU!?**

**HANGER.COM**  
**HANGER.COM**

**THE HOPE EXTREME LOVE**

## Appendix C

**(Health.com)** -- Every few years, there's a new food bad guy in town -- and right now, it's sugar.

Some experts have even declared it a "poison" that's "killing us."

Yet could the sweet stuff people have been eating forever really be so terrible?

"We actually need sugar; it's our body's preferred fuel," says Dr. David Katz, director of the Yale University Prevention Research Center. "But we eat too damn much of it."

Naturally occurring sugar -- which gives fruit, some veggies, and milk their sweet taste — is perfectly healthy. It's added sugar (sweeteners put in during processing and prep) that we need to not OD on.

No need to cut out dessert: The key is to eat strategically.

Happily, some major companies are getting on board. In the past four years, cereal brands have cut back on sugar, the milk industry recently lowered amounts in the chocolate milk served in schools, and Walmart is aiming for 10% less added sugar in select foods by 2015.

[Health.com: 25 ways to cut 500 calories a day](#)

We turned to experts to clear up the confusion over this tasty temptress. As Katz says, "There's a role for sugar in our diet. After all, what's the point of being healthy if it's not to enjoy living?"

### **Is there such thing as a sweet tooth?**

Yes, sugar love is in your DNA. Researchers have found two sweet-receptor genes that can predict a preference for sweets.

### **How much is OK?**

The American Heart Association (AHA) recommends most women get no more than 24 grams of added sugar per day. That's about six teaspoons, or 100 calories -- a little less than the amount in one can of soda. Thing is, the average American woman eats about 18 daily teaspoons.

Sugar is hidden in unlikely foods, from salad dressing to crackers, which can push you past 24 grams. Read labels; if there's a sweetener in the first few ingredients (some common aliases: evaporated cane juice, high-fructose corn syrup, fruit juice concentrate, agave nectar, fructose, dextrose, and syrup), look for a brand with a low-or no-sugar option.

[Health.com: Diet-busting foods you should never eat](#)

### **Is it really so bad?**

"Sugar is an important part of our lives," says Dr. Miriam Vos, assistant professor at Emory University School of Medicine. "But a little goes a long way." The AHA links added sugar to obesity, type II diabetes and cardiovascular disease.

In a nutshell, eating too much sugar can cause fat buildup in the liver, which can lead to these problems.

It's not all bad. "There's no need to avoid the naturally-occurring sugars in fruit, vegetables, and low-and nonfat dairy," says Rachel K. Johnson, professor of nutrition at the University of Vermont in Burlington.

As sweet as some of these things may taste, they contain relatively small amounts of sugar. Plus, nature's packaging comes with essential vitamins and minerals, along with water and fiber that slow the release of sugars into the bloodstream and prevent insulin spikes.

[Health.com: 23 superfruits you need now](#)

### **What's up with 'natural' sugars?**

Sugar in the raw is no better than regular sugar. Agave nectar, alas, is also not great: Its main constituent, fructose, tends to get held up in the liver more than other types of sugar.

Some sweeteners, like raw honey and sucanat, have trace nutrients, but they're all the same as white sugar in terms of calories -- and some contain even more calories.

### **Is it OK to use calorie-free sweeteners?**

Yes! The FDA deems stevia, aspartame (Equal), sucralose (Splenda), and other cal-free sweeteners safe. "Short-term data suggests they're safer than table sugar," says Kimber Stanhope, a nutritional biologist at the University of California-Davis.

Faux sugar won't cause blood-sugar spikes or weight gain -- and all the potential health ills. As Stanhope says, "I use them because I can't afford the extra calories!"



Appendix D

**NANCY APPLETON BOOKS HEALTH BLOG**

Sugar Kills!

**Feeds:**

Posts

Comments

**141 Reasons Sugar Ruins Your Health**

(Just Kidding, it's 143)

By Nancy Appleton PhD & G.N. Jacobs

Excerpted from Suicide by Sugar

Used with permission

1. Sugar can suppress your immune system.
2. Sugar upsets the mineral relationships in the body.
3. Sugar can cause juvenile delinquency in children.
4. Sugar eaten during pregnancy and lactation can influence muscle force production in offspring, which can affect an individual's ability to exercise.
5. Sugar in soda, when consumed by children, results in the children drinking less milk.
6. Sugar can elevate glucose and insulin responses and return them to fasting levels slower in oral contraceptive users.
7. Sugar can increase reactive oxygen species (ROS), which can damage cells and tissues.

8. Sugar can cause hyperactivity, anxiety, inability to concentrate and crankiness in children.
9. Sugar can produce a significant rise in triglycerides.
10. Sugar reduces the body's ability to defend against bacterial infection.
11. Sugar causes a decline in tissue elasticity and function – the more sugar you eat, the more elasticity and function you lose.
12. Sugar reduces high-density lipoproteins (HDL).
13. Sugar can lead to chromium deficiency.
14. Sugar can lead to ovarian cancer.
15. Sugar can increase fasting levels of glucose.
16. Sugar causes copper deficiency.
17. Sugar interferes with the body's absorption of calcium and magnesium.
18. Sugar may make eyes more vulnerable to age-related macular degeneration.
19. Sugar raises the level of neurotransmitters: dopamine, serotonin, and norepinephrine.
20. Sugar can cause hypoglycemia.
21. Sugar can lead to an acidic digestive tract.
22. Sugar can cause a rapid rise of adrenaline levels in children.
23. Sugar is frequently malabsorbed in patients with functional bowel disease.
24. Sugar can cause premature aging.
25. Sugar can lead to alcoholism.
26. Sugar can cause tooth decay.
27. Sugar can lead to obesity.
28. Sugar increases the risk of Crohn's disease and ulcerative colitis.

29. Sugar can cause gastric or duodenal ulcers.
30. Sugar can cause arthritis.
31. Sugar can cause learning disorders in school children.
32. Sugar assists the uncontrolled growth of *Candida Albicans* (yeast infections).
33. Sugar can cause gallstones.
34. Sugar can cause heart disease.
35. Sugar can cause appendicitis.
36. Sugar can cause hemorrhoids.
37. Sugar can cause varicose veins.
38. Sugar can lead to periodontal disease.
39. Sugar can contribute to osteoporosis.
40. Sugar contributes to saliva acidity.
41. Sugar can cause a decrease in insulin sensitivity.
42. Sugar can lower the amount of Vitamin E in the blood.
43. Sugar can decrease the amount of growth hormones in the body.
44. Sugar can increase cholesterol.
45. Sugar increases advanced glycation end products (AGEs), which form when sugar binds non-enzymatically to protein.
46. Sugar can interfere with the absorption of protein.
47. Sugar causes food allergies.
48. Sugar can contribute to diabetes.

49. Sugar can cause toxemia during pregnancy.
50. Sugar can lead to eczema in children.
51. Sugar can cause cardiovascular disease.
52. Sugar can impair the structure of DNA.
53. Sugar can change the structure of protein.
54. Sugar can make the skin wrinkle by changing the structure of collagen.
55. Sugar can cause cataracts.
56. Sugar can cause emphysema.
57. Sugar can cause atherosclerosis.
58. Sugar can promote an elevation of low-density lipoproteins (LDL).
59. Sugar can impair the physiological homeostasis of many systems in the body.
60. Sugar lowers enzymes ability to function.
61. Sugar intake is associated with the development of Parkinson's disease.
62. Sugar can increase the size of the liver by making the liver cells divide.
63. Sugar can increase the amount of liver fat.
64. Sugar can increase kidney size and produce pathological changes in the kidney.
65. Sugar can damage the pancreas.
66. Sugar can increase the body's fluid retention.
67. Sugar is the number one enemy of the bowel movement.
68. Sugar can cause myopia (nearsightedness).
69. Sugar can compromise the lining of the capillaries.

70. Sugar can make tendons more brittle.
71. Sugar can cause headaches, including migraines.
72. Sugar plays a role in pancreatic cancer in women.
73. Sugar can adversely affect children's grades in school.
74. Sugar can cause depression.
75. Sugar increases the risk of gastric cancer.
76. Sugar can cause dyspepsia (indigestion).
77. Sugar can increase the risk of developing gout.
78. Sugar can increase the levels of glucose in the blood much higher than complex carbohydrates in a glucose tolerance test can.
79. Sugar reduces learning capacity.
80. Sugar can cause two blood proteins – albumin and lipoproteins – to function less effectively, which may reduce the body's ability to handle fat and cholesterol.
81. Sugar can contribute to Alzheimer's disease.
82. Sugar can cause platelet adhesiveness, which causes blood clots.
83. Sugar can cause hormonal imbalance – some hormones become underactive and others become overactive.
84. Sugar can lead to the formation of kidney stones.
85. Sugar can cause free radicals and oxidative stress.
86. Sugar can lead to biliary tract cancer.
87. Sugar increases the risk of pregnant adolescents delivering a small-for-gestational-age (SGA) infant.

88. Sugar can lead to a substantial decrease the in the length of pregnancy among adolescents.
89. Sugar slows food's travel time through the gastrointestinal tract.
90. Sugar increases the concentration of bile acids in stool and bacterial enzymes in the colon, which can modify bile to produce cancer-causing compounds and colon cancer.
91. Sugar increases estradiol (the most potent form of naturally occurring estrogen) in men.
92. Sugar combines with and destroys phosphatase, a digestive enzyme, which makes digestion more difficult.
93. Sugar can be a risk factor for gallbladder cancer.
94. Sugar is an addictive substance.
95. Sugar can be intoxicating, similar to alcohol.
96. Sugar can aggravate premenstrual syndrome (PMS).
97. Sugar can decrease emotional stability.
98. Sugar promotes excessive food intake in obese people.
99. Sugar can worsen the symptoms of children with attention deficit disorder (ADD).
  1. Sugar can slow the ability of the adrenal glands to function.
  2. Sugar can cut off oxygen to the brain when given to people intravenously.
  3. Sugar is a risk factor for lung cancer.
  4. Sugar increases the risk of polio.
  5. Sugar can cause epileptic seizures.
  6. Sugar can increase systolic blood pressure (pressure when the heart is contracting).
  7. Sugar can induce cell death.
  8. Sugar can increase the amount of food that you eat.
  9. Sugar can cause antisocial behavior in juvenile delinquents.
  10. Sugar can lead to prostate cancer.

11. Sugar dehydrates newborns.
12. Sugar can cause women to give birth to babies with low birth weight.
13. Sugar is associated with a worse outcome of schizophrenia.
14. Sugar can raise homocysteine levels in the bloodstream.
15. Sugar increases the risk of breast cancer.
16. Sugar is a risk factor in small intestine cancer.
17. Sugar can cause laryngeal cancer.
18. Sugar induces salt and water retention.
19. Sugar can contribute to mild memory loss.
20. Sugar water, when given to children shortly after birth, results in those children preferring sugar water to regular water throughout childhood.
21. Sugar causes constipation.
22. Sugar can cause brain decay in pre-diabetic and diabetic women.
23. Sugar can increase the risk of stomach cancer.
24. Sugar can cause metabolic syndrome.
25. Sugar increases neural tube defects in embryos when it is consumed by pregnant women.
26. Sugar can cause asthma.
27. Sugar increases the chances of getting irritable bowel syndrome.
28. Sugar can affect central reward systems.
29. Sugar can cause cancer of the rectum.
30. Sugar can cause endometrial cancer.
31. Sugar can cause renal (kidney) cell cancer.
32. Sugar can cause liver tumors.
33. Sugar can increase inflammatory markers in the bloodstreams of overweight people.
34. Sugar plays a role in the cause and the continuation of acne.
35. Sugar can ruin the sex life of both men and women by turning off the gene that controls the sex hormones.
36. Sugar can cause fatigue, moodiness, nervousness, and depression.
37. Sugar can make many essential nutrients less available to cells.

38. Sugar can increase uric acid in blood.
39. Sugar can lead to higher C-peptide concentrations.
40. Sugar causes inflammation.
41. Sugar can cause diverticulitis, a small bulging sac pushing outward from the colon wall that is inflamed.
42. Sugar can decrease testosterone production.
43. Sugar impairs spatial memory.
44. Sugar can cause cataracts.



Appendix E

**Suiker kan deel uitmaken van een gezond e**  
**Vlaamse diëtistenvereniging...**

11 APRIL 2013 BY [SHARON](#) [22 COMMENTS](#)



e



Waarschijnlijk hebben sommigen van jullie het al gelezen.

Over dat suiker deel kan uitmaken van een gezond eetpatroon. Dit is de nieuwste campagne van de Vlaamse diëtistenvereniging. Sommige goeroe's beweren namelijk dat suiker gif is. En volgens de diëtisten en voedingsdeskundigen is dit niet waar, want suiker kan best wel in een gebalanceerd voedingspatroon. Ook financierder Coca Cola is het hier helemaal mee eens. Haha!

### Stoere campagne!

Nu weet ik zeker dat niet elke Vlaamse diëtist en voedingsdeskundige echt trots is op de actie van hun collega's. Maar goed, het is wel de campagne van de diëtistenvereniging. Met hun logo. In tijdschriften enzo. In een wereld waar bijna niemand écht gezond eet (ik durf me niet eens aan percentages te wagen), waar iedereen zieker wordt, ongelukkiger, depressiever, meer last van eetverslaving, meer last van 101 kwalen en vooral: een steeds dikker wordende wereld. In die wereld wordt deze campagne neergezet. Serieus, obesitas is een echt probleem! Maar blijkbaar niet het probleem van de beroepsvereniging.

## **Suikervrij eten bevechten is prioriteit? Wow!**

Ik weet niet hoe serieus de diëtistenvereniging genomen wilt worden. Dit is toch een grap? Zelfs al ben je niet voor 100% vrij van geraffineerde suikers. Dan kun je als beroepsvereniging toch wel een beter streven vinden dan een actie dat suiker best ok is. Serieus? Is dat een prioriteit, een dergelijke boodschap? Suikervrij eten bevechten? Maar ja, zonder dit onderwerp was er natuurlijk geen actie. Met Coca Cola als financier zijn er maar zoveel onderwerpen beschikbaar...

## **Jammer van die verwarring die ze nu brengen**

Het is wel vervelend dat een dergelijke instantie zo iets roept. Want het brengt verwarring. Mensen die nergens van weten, lezen het en denken 'zie!'. Ik kan best lekker 3 glazen Cola wegglokken! Ik heb vandaag een groentesoep uit blik op en gister had ik nog die gefrituurde gele groenten!! Je weet wel, die patatten!

## **Is suiker gezond of niet?**

Dit is zo'n simpele vraag. Doe de test! Eet suikervrij voor een maand en zie het verschil! Niemand kan je vertellen wat suiker wel of niet voor je lichaam doet, je moet het ervaren. Kick af van suiker, probeer het een maand, kijk hoe je je voelt! Dán weet je wat suiker doet en dan begrijp je hoe dom deze actie is.

*(wil je wel suikervrij eten, maar je weet niet hoe? Doe dan gewoon eens de [cursus 40 dagen zonder suiker!](#))*

## **Interessante verantwoording**

Lees hier wat leuke krantenartikelen met allerlei 'interessante' opmerkingen en verklaringen (ik weet niet wat erger is, de campagne, of die statements erna om zichzelf te verantwoorden)

[De Standaard](#)

[Knack.be](#)

BNR

Demorgen

Deze reclame doet me een beetje denken aan vroeger:



Of deze koekblikken 😊



Even zodat we allemaal het tegendeel begrijpen en van elkaar kunnen leren: wat heeft suikervrij leven (geraffineerde suikers) jou gebracht?? Ik ben dus vrij van dagelijkse hoofdpijn, een stuk lichter, een stuk energiever, en dat is nog maar de top van de ijsberg. Jullie?

## Appendix F

### Niet roken

Roken verhoogt het risico op hart- en vaatziekten en andere aandoeningen. Van alle rokers overlijdt uiteindelijk 1 op de 2 aan de gevolgen van roken.

Hoe meer u rookt en hoe langer u rookt, des te hoger het risico. Er zijn mensen die van hun 20e tot hun 80e roken en er niets van krijgen, maar dat zijn er niet zo veel.

Stoffen uit tabak zijn schadelijk voor het hart en de bloedvaten:

- Nicotine jaagt het lichaam op, versnelt de hartslag, vernauwt de bloedvaten en verhoogt de bloeddruk.
- Koolmonoxide verdringt zuurstofmoleculen en veroorzaakt een zuurstoftekort.
- Diverse tabaksdeeltjes beschadigen de vaatwand en laten het bloed sneller stollen.

Al deze effecten vergroten het risico op een [hartinfarct](#), [beroerte](#) of [vernauwingen van de beenslagaders](#) (etalagebenen). Ook mensen die meeroken hebben een verhoogd risico op hart- en vaatziekten.

## Waarom stoppen met roken?

Stoppen met roken heeft altijd zin. Na het stoppen met roken neemt het risico op hart- en vaatziekten snel af. Een jaar na het stoppen met roken is het risico met 50% afgenomen. En na 15 jaar heeft u evenveel risico als iemand die nooit heeft gerookt.

Na het stoppen met roken:

- hoest u minder
- ruikt en proeft u beter
- verbetert uw conditie
- krijgt u een frissere adem en heeft uw omgeving geen last meer van de rook
- houdt u meer geld over (al gauw € 100 per maand)

Allemaal extra redenen om te stoppen met roken!

## Hoe stoppen met roken?

Stoppen met roken is moeilijk. Maar elk jaar lukt het 100.000 mensen toch om te stoppen. De beste stopmethode bestaat niet. Het is belangrijk dat de methode goed bij u past, u heldere doelen stelt en een plan maakt.

Ruim 80% van de rokers geeft aan (ooit) te willen stoppen met roken.

Plan maken

Professionele begeleiding

Nicotinevervangers

Medicijnen

Meer over stoppen met roken

### Feiten & cijfers

ELK JAAR

100.000

mensen stoppen met roken

ELK JAAR

meer dan 20000

mensen overlijden aan de gevolgen van roken

**ELKE DAG**

100

kinderen starten met roken