

## Don't be afraid of CZECHIA, it needs your help!

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### **Abstract:**

P. Krejčí: *Don't be afraid of CZECHIA, it needs your help!* – Klaudyán, 5, No. 1, pp. 30–37. The present text is a translation, abridged and adapted, of an article by Pavel Krejčí "Czechia: devadesát let po vzniku Československa, patnáct let po jeho rozpadu, ale i deset let po naganském triumfu" (Czechia: ninety years after the formation of Czechoslovakia, fifteen years after its separation but also ten years after the triumph in Nagano) which was published in the last number of Klaudyán (2/2007). Some typical details of Czech life and customs were omitted as they would burden the foreign reader with nonessential information. We publish this translation only because the persons who earn their salaries for the presentation of this country abroad have not done anything in this matter for fifteen years. We may seem naïve, but in order to help the name "Czechia" on its journey to the world, we intend to send the article to all important foreign authorities, organizations, media, etc.

*"Combining the political name of a state with geographical names of other states appears communicatively unsuitable, stylistically clumsy, mannered, and undiplomatic."*

*(From the "Opinion of geographers, linguists, historians, and other experts in science and humanities on the problem of the official one-word geographical name for the Czech Republic", Prague, Albertov, January 1998)*

### **Introduction**

Almost every state in the world has two denominations which, as a rule, are based on the name of the majority nation. (As a matter of course, this does not often apply to post-colonial states, or those considerably influenced by European nations in Africa, Asia, and Latin America; the present paper is concerned with the area of Europe which, in the past is decisive to us.) One of these denominations, the political name, renders the state's structure and is used mainly on formal, official occasions. It has one essential disadvantage: a change of the state's system of government implies a change of its political name. At present, for example, France is a republic but it used to be an empire and a kingdom; Serbia is also a republic today but, in the past, it was also a principality, a kingdom, a people's republic, and a socialist republic. In a majority of the world's countries, the political name contains in itself what is called the geographical name (or, in other words, the "short name"), that is, the other name of the state.<sup>1</sup> This name usually originates in usage, derives from the name

of the majority nation<sup>2</sup> and is mainly used in commonly spoken language but also in social intercourse when it is more suitable and more natural than the political name (non-formal communication in politics, the fields of business, advertising, journalism, culture, sports, juristic texts [if the system of government of the state that they mention is irrelevant] etc.). It is short, most often monosyllabic and therefore easier to remember. Not least, the geopolitical, international, cultural importance of a state's geographical name, which plays a unique role in the citizens' historical identity, is based on the fact that, contrary to the political name, it implies the historical continuity of the territory concerned, its permanence and anchorage in time and space (even if it may be liable to changes). While the subject called the Czech (Socialist) Republic has existed since 1969 when the Czechoslovak Socialist Republic changed to the Federation of the Czech and the Slovak Socialist Republics, that is, for as few as 39 years (the last 15 of them since 1993 as an independent state after the peaceful split-up of the Federation in 31. 12. 1992), the history of Czechia has been in progress for more than a thousand years and includes the history of its three parts, i.e., the historical lands Bohemia, Moravia & Silesia.

At the beginning of the year 2008 the Czech media adopted – in addition to the usual commemoration of the February events of 1948 – one more subject: the 10<sup>th</sup> anniversary of the Czech ice-hockey team's winning the gold medal at the Winter Olympic Games in Nagano, Japan. Thanks to television recordings and photos in the press we could also recall, apart from the excellent success of our representatives, a considerable disgrace which admittedly does not impair the sporting performance of the Czech team but, alas, will be involved in it for ever. It was the inscription on the bottom back part of our team's sporting costumes, which announced in huge letters who was playing the match... And who was it? CZECH! The leaders of our ice-hockey union and of the Czech Olympic Committee were not able to supply our ice-hockey players (and not only them!) with uniforms carrying the adequate name, that is, the official one-word English denomination of the country which the sportsmen represented. Also ten years ago, by coincidence almost simultaneously with the Winter Olympics in Japan, another noteworthy event took place in Prague on 29<sup>th</sup> January. Experts in several branches of science and humanities as well as some representatives of the mass media were invited to come together at the Faculty of Science of the Charles University in Prague-Albertov. The session was organized by the *Czech Geographical Society* in collaboration with the *Civic Initiative Česko/Czechia* (founded in Brno in autumn 1997). The results of the session are included in the *Opinion of geographers, linguists, historians, and other experts in science and humanities on the problem of the official one-word geographical name for the Czech Republic*. Since that time, the awkward and world-unique inability of calling ourselves by the correct name has finally been dealt with, to some extent at least. Thanks to the more open-minded among Czech journalists, the name *Česko* was admitted to daily papers (the sports editors of the *MF DNES* and some journalists at the *Lidové noviny* were its pioneers; the *Mediažurnál* of the Syndicate of Czech Journalists also played an important role) and in the following decade the one-word name of this country brought itself to the citizens' notice so much that it is quite in common usage today. An essential help in achieving this positive result was offered by the members of the CGS, the volunteers from the Civic Initiative Česko/Czechia, and many other persons, both professionals and amateurs.

And what has changed since the "Nagano" and the "Albertov" events in terms of the most important foreign-language equivalent? After a long and exhausting process of explaining, the ill-famed word CZECH finally disappeared from the uniforms of the ice-hockey players. During the negotiations, one could not help wondering at the enormous ignorance showed by the officials from the Ministry of Education and by the "big shots" in sports who were arrogant enough to decide what the country's name should be, although they did not know much about language, history, and geography. However, what should have been on the uniforms of all our sportsmen from the very beginning of the modern Czech statehood has in fact never occurred there (except hockeyball players and boxers). The geographical name CZECHIA, approved fifteen years ago, codified, more and more frequent in social intercourse, is hindered from working on formal occasions. It is still surrounded by an impenetrable web of misinformation ("But in English we are only known as the Czech Republic!"), misunderstanding ("And why this particular name, Czechia?"), uncertainty ("Is this country really

Czechia?"), fear ("I would agree, but what about my superiors?"), misconceptions ("Nobody knows that name." – "They will mix it up with Chechnya!" – "Only underdeveloped countries have the suffix -ia."), resistance ("Not Czechia, I don't like it!"), refusal ("Nobody shall force anything on ME!"). While the domestic expression ČESKO has caught on without essential problems, has become common usage, and has gradually ceased to be perceived unfavourably by the public or to be assessed inadequately from subjective, aesthetically biased viewpoints, its most important foreign-language equivalent – the English term CZECHIA – still contends with considerable difficulties in asserting itself.

The roots of this unique situation, which is hard to understand beyond the country's border, can be found in the period of death throes of the post-communist Czechoslovakia and the subsequent events. Insensitivity and inability of perceiving the socio-political reality of two equal nations allied in one state, which would also be expressed in adequate terms, was shown by the Czech political leaders during the so-called "hyphen war" as early as the first half of 1990. After the split-up of the Czechoslovak Federation, the independent Slovakia was a formation whose independence the Slovak citizens mostly welcomed or at least had no problems accepting. (Slovakia was one of the states which actually initiated the dismemberment of the three Slavonic communist federations [USSR, CSSR, SFRY=Yugoslavia] and therefore understood the achieved independence as a positive fact.) Unlike Slovakia, the independent (or, more adequately, forsaken and lonely) Czechia joined the opposite group – Russia and Serbia, the countries which felt the split-up of (their) federations as a territorial loss, as their own geo-political failure. Here we must seek the origin of the negative attitude to a name for a new state: almost nobody was preparing for the state's birth, almost nobody wished it and, consequently, nobody was engaged in essential and responsible reflection on its name (see also Item 1).

In the following items I will try to sum up and briefly to clarify the errors and misconceptions which have still survived in our society and startle us whenever we try to motivate the hesitant journalists, politicians, state officials, businessmen, trade corporations, sports unions, etc. and to make them contribute to a change in the surviving abnormal situation, i.e., that the majority of the population cannot call their own country by its name in the world's most important language. Moreover, in some items, I come back to the social-political events which were connected with the boycott of the noun *Česko* and thereby, in my opinion, immediately influenced the attitude to the English equivalent *Czechia*.

### **Item 1 – CZECH INDEPENDENCE**

Czech independence was not expected after 1989, was not wished by the Czechs because the desire for a (national) state of their own had been fulfilled as early as 1918 (and again in 1945) by the formation of Czechoslovakia. Therefore, the Czechs were absolutely unready for Czech independence, which also made them indifferent to the new state's name (an unprecedented phenomenon in the world). The spleen for the end of Czechoslovakia, caused by Slovakia's departure, transformed itself (among other things) into hatred for the one-word name of the new Czech state and clinging to the officially cold and formal political name *Česká republika* (*The Czech Republic*).

### **Item 2 – FOREIGN-LANGUAGE EQUIVALENTS OF THE NAME ČESKO**

There was no problem with translating the name *Česká republika*, as every language has its forms for the noun *republika* as well as for the adjective *český* (*česká* in the feminine). As for the one-word (geographical) name for the new Czech state, things were different. After the initial very short and promising start (particularly in some mass media) *Česko*, for hardly understandable reasons, soon fell into disfavour (shared also by ex-president Václav Havel) and its use was interrupted. The same applies to its equivalents in foreign languages. It should be pointed out that these had existed from 1993. They were approved by the Terminological Board of the Czech Office for Surveying, Mapping and Cadastre after consultations with other experts (such as geographers, linguists, historians, political scientists) and state authorities including the Ministry of Foreign Affairs (whose representatives were among the members of the Board). Afterward the equivalents were

published in the *UNO Gazetteers of Geographical Names – Names of States and Their Territorial Parts* (Prague 1993). In the same year, the Ministry of Foreign Affairs recommended all Czech diplomatic corps abroad to use the one-word names in everyday contacts. (Unfortunately, adherence to this guideline was left to the individual person's discretion.) The above-mentioned publication includes the following names: **Czechia** (English), **Tschechien** (German), **Tchéquie** (French), **Chequia** (Spanish) and **Чехия** [Chekhiya] (Russian). Naturally, every European language has its own term for *Česko*, the UNO Gazetteers only cite the most important European languages.

### Item 3 – WHERE AND WHY "CZECH" HAS COME INTO BEING

Practical experience shows that those who insist that no one-word name is necessary are wrong. The unprecedented expansion of the absurd form *Czech* as a "substitute" for the officially approved geographical name *Czechia* or, on the other hand, the regional name *Čechy (Bohemia)* instead of *Česko*, proves the absolute necessity of a one-word name for non-formal communication. Among those who are to blame for the expansion of the childish nonsense *Czech*<sup>3</sup> we can cite, in particular, the Czech Olympic Committee, various sports unions (such as ice hockey, cycling, skiing, volleyball, handball, athletics, triathlon, etc.) and even such companies as Pilsner Urquell (see its label *Brewed in Pilsen.Czech*).<sup>4</sup> They were soon followed by producers of caps and sports jackets decorated with the ill-famed CZECH. This is a unique phenomenon: nobody has ever seen caps or jackets with the inscriptions ENGLISH, FRENCH, GERMAN, or DUTCH. We, however, are foolish enough to proudly exhibit these goods on our own bodies whenever we travel abroad to attend important sporting events.

### Item 4 – WHERE DID CZECHIA "GET STUCK"?

The English version *Czechia* was hindered in its "journey to the world" by the indifference of the Ministry of Foreign Affairs. Why? From 1993 on, its officials did not see to it that the Gazetteer of geographical (or "short") names, published by the UNO mapping service on their websites, included the name *Czechia*. The UNO service waited until 1995 but the Minister at that time, Josef Zieleniec from the Civic Democratic Party, who was authorized to take this step, did not send any relevant information and, consequently, the column *short name* was completed with this country's political name – *Czech Republic*...! An overwhelming majority of states are listed under correct geographical names, and so the Czech politicians' indolence brought their own country in the company of such states as the Democratic People's Republic of Korea, Laos People's Democratic Republic, Libyan Arab Jamahiriya, Central African Republic, and Democratic Republic of the Congo, which – often for political reasons – also prefer the full name to the short one. The whole unfortunate affair managed to enter the highest circles of Czech politics in the first half of 2004: on May 11, the Senate of the Parliament held its 7th Public Hearing on *Functional differentiation between the standard names 'Česká republika' and 'Česko', and their respective equivalents in foreign languages*. The participants of the Hearing carried a final Memorandum which includes, among other things, the following:

#### "We recommend

**1. The Ministry of Foreign Affairs** to insist on observing the present terminological standards as well as its own internal memoranda and to introduce similar one-word labels (*Czechia* in English) for our delegations. It is recommended to adequately adapt the text of the Treaty underlying the Constitution for Europe and to inform the respective UNO bodies of the official English "short" name *Czechia*. The Ministry's unambiguous approach will encourage other state authorities to take similar steps.

**2. The Ministry of Education, Youth and Sports** to see that its own announcement which was published in the Ministry's gazette No 11/1999 is observed, particularly in the texts of schoolbooks and also in the activities of national teams, because it is a custom all over the world to use geographical names in sports events (such as *Austria, Canada, Slovakia*, etc.)

**3. The Ministry of Industry and Commerce** to see that the one-word name *Czechia* (*Tschechien, Tchèque, ...*) is used in order to consolidate a uniform visual style representing the state (in particular, to introduce the trade mark *Made in Czechia* for domestic products).

**4. The Ministry of Local Development** not to admit any uncertainty in the uniform visual style of the Czech Republic in the field of tourism (i.e., to use the one-word name *Česko* and its equivalents in foreign languages)."<sup>5</sup>

### Item 5 – WHY CZECHIA HAS NO OFFICIAL PROMOTION – Part 1

The above-mentioned facts allow us to draw the following conclusion: if the state authorities had taken care of promotion of their own country from the very beginning, similar to other countries which arose from disintegration of former communist federations, the public would have soon taken into account that the well established "trade mark" *Czechoslovakia* continues as *Czechia*, and there would be nothing to discuss today. Who knew the name Czechoslovakia before 1918? And did anybody know such names as *Slovakia*, *Slovenia*, *Croatia*, before 1990? Did the names *Ukraine*, *Latvia*, *Estonia*, and *Lithuania* have any meaning to anybody beyond those countries? Let alone a *Moldova*? No. The difference (see also Item 1) lies in the approach to the problem. While the representatives of the above-mentioned countries took all necessary steps to make the new state formations known to the public, the Czechs did not do anything. To make matters worse, they even started to mislead the world by saying that the one-word name of the Czech state "does not exist", and that it "was invented by Hitler", it "is a Slovak word", it "is not official", etc. Howlers like these swarmed about particularly in the 1990s.<sup>6</sup> Another typical misconception is what we call "the Chechnya fallacy".

### Item 6 – THE CHECHNYA FALLACY

The "Chechnya fallacy" emerged for the first time in 2000 in connection with EXPO 2000 in Hannover. I do not remember all the details, but the point was that the letter **h** in the word **Czechia** which occurred somewhere (maybe in the map of the exhibition premises) was changed into **n** – either through a typing error (in a printed text) or by physical breaking off (in three-dimensional letters) and the word could be read as **Czecnia**. A journalist blew up this triviality to mean that the Germans mistake us for *Čečna* (as it is spelled in Czech language). In the medial turmoil which followed, nobody took notice of the fact that the name is quite different in English (**Chechnya**) and that the discussed region is not an independent state and cannot have its own exhibition hall at EXPO. A "problem" emerged and a new pseudo-argument against *Czechia* was born. But it is a mere fallacy for several reasons:

**1.** Names of states are anchored in history; in most cases – including ours – they come from the name of the majority nation who founded the state, who wanted it and worked on its formation (it is not essential whether its territory is also inhabited by members of other nations and ethnic groups). In our own language the attribute for the nation is *český* (*Czech* in English), the inhabitant is a *Čech/Czech*, we are *Češi/Czechs*, and so we can only form a *český stát/Czech* state, that is, *Česko/Czechia*.<sup>7</sup> The root *čech-* (pronounced [tʃek] in English) must logically, in various types of spelling, occur in other languages, and it really does (see Item 2). There is no other possibility. The fact that there are nations in the world whose names can sound similar, and accordingly also states whose names can – to somebody – sound similar, is only a secondary consideration. We have no choice but to teach ourselves not to confuse *Austria* with *Australia*, *Thailand* with *Taiwan*, *Serbia* with *Siberia*, *Georgia* (USA) with *Georgia* (a state in Transcaucasia), two *Congos*, two *Koreas*, three African *Guineas* (plus *Papua-New Guinea*), *Iran* with *Irak* (and *Ireland*), *Prussia* with *Russia*, *Niger* with *Nigeria*, *Antigua* with *Anguilla*, *Gambia* with *Zambia*, *Zambia* with *Zimbabwe*, *Mali* with *Malawi*, *Columbia* with *British Columbia* (Canada) and the *US District of Columbia*, *Slovakia* with *Slovenia*, *Latvia* with *Lithuania*, *Libya* with *Liberia*, various "Sans" – *San Antonio*, *San Diego*, *San Francisco*, *San Marino*, all the Central Asian "-stans", and God knows what else could anybody confuse. However, none of these countries applies the "directions for use" conceived by our

propagators of the Chechnya fallacy! It would be an unprecedented sign of weakness, uncertainty and, above all, political immaturity, which could even raise doubts about such a country's right to its own independent existence.

**2. True, somebody may confuse Chechnya with Czechia, but this rather demonstrates the person's complete ignorance of geography than the "impropriety" of the name *Czechia*.** If such an error occurs (e.g., in business negotiations, various presentations, etc.) it is quite easy to tell the ill-informed individual in one or two sentences where Czechia is situated. No matter how exotic the foreigner is, you do not need any extraordinary knowledge: most people have an idea of Europe and the European Union; or, at least, you can tell the foreigner that Czechia is the eastern neighbour of Germany. If this visitor does not even know where Germany is, keep calm, it is not your fault and certainly no reason for rearranging the geographical terminology. Should we perhaps insist on the political name with the word *Republic*? It would not help. *Czech Republic* and *Chechen Republic* are in a similar relation to each other as *Czechia* and *Chechnya*. If we took the Chechnya fallacy very seriously, it would, in the end, necessitate changing our nation's name.

**3.** An argument in the style of the Chechnya fallacy could never occur to any clear-headed person as it is absolutely erroneous and, in fact, unique. It actually says the following: *if nation A finds out that a few individuals – foreigners – confused the state of nation A with another geographical formation B (not necessarily an independent state), nation A should change the name of its own state or choose another solution which will finally be less convenient.* In my opinion such a passive and even dangerous method of thinking is really absurd.

#### **Item 7 – WHY CZECHIA HAS NO OFFICIAL PROMOTION – Part 2**

The promotion of our state under its one-word name was successfully launched as early (or rather as late) as the turn of the century, but when Mr. Gladiš took up the post as head of the governmental agency CzechTourism, all materials with the logo **Czechia** and other one-word equivalents in various languages were withdrawn due to hypocritical reasoning based on the Chechnya fallacy. The website *visitczechia.com* was cancelled; the slogan **Czechia – Heart of Europe** (where only an extraterrestrial might seek Chechnya) was withdrawn. Somebody's personal aversion to *Czechia*, the official, objectively correct, linguistically accurate English term, resulted in a true censor's intervention: *Czechia* was expurgated while the absurd *Czech* happily goes on raging and does not surprise anybody. Moreover, it is used in the address of the official websites of our state which are run – believe it or not – by the Ministry of Foreign Affairs ([www.czech.cz](http://www.czech.cz))! No further comment is necessary; the mind reels at the notion.<sup>8</sup>

By the way, I often ask myself how it is possible that none of the Czech experts in publicity, advertising, public relations, etc., who attended various courses and workshops and are proud of their diplomas, certificates and qualifications, have ever hit upon the idea of exploiting the evident similarity of **Czechia** and **Czechoslovakia** in spoken and written form?!? It could easily demonstrate the continuity of Czechoslovak and Czech statehood. Both words include the root *czech-* and the suffix *-ia*, which is also present in the names of the Czech historical lands (*Bohemia, Moravia, Silesia*). In addition, there is the unique diagraph **CZ** which does not occur in any other name of a state or a geographical area in the entire world (certainly not in Chechnya!). I am saying all this in order to demonstrate that the Chechnya fallacy is a stupid, false and empty argument used by some persons who have done nothing for the promotion of our country although they get their salaries from public resources, that is, from our taxes. Worse than nothing: they have filled the whole affair with confusion, ignorance, arrogance, and incompetence.

#### **Item 8 – ČESKO NEEDS ITS ENGLISH TRANSLATION**

Thanks to essential help of the mass media the one-word name has finally established itself in the Czech area: **Česko** has a life of its own and – speaking in medical terms – it only needs to come for a checkup once a year. **Czechia**, on the other hand, is lying in the intensive care unit connected to medical devices, but no help is provided – the "doctors" don't care a fig for this patient, and so he

survives only because a kind nurse or another good soul brings him an orange from time to time. *Czechia* needs help however small it may be! Some help has been offered for a few years by producers of road maps: the East Moravian publishing house SHOCart&GeoClub was a pioneer. It would also help if the publishers of English versions of Czech internet papers decided to use the official one-word name of this country next to the others (e.g., *Poland, Slovakia, Hungary --- Czechia.*) At first, it would be enough to use the name occasionally so that the readers can get accustomed. It is wrong to argue that international agencies do not use *Czechia* – this is a confusion of cause and effect. If *Czechia* were used more often in the Czech area, it would certainly soon be adopted by international agencies. An important argument in favour of *Czechia* is the following: English is apparently the only language in Europe which "is not able" to translate the geographical name *Česko*. Should we really believe that the English language – the *lingua franca* of today's world – is so incompetent while, for example, Faeroese, spoken by about forty thousand islanders in the North Atlantic, or Icelandic, spoken by three hundred thousand inhabitants of a remote country of volcanos, geysers and icebergs, do have their own terms for *Česko* (*Tekkia* and *Tékkland*, respectively)?

### Conclusion

As the Chechnya fallacy is still one of the most frequent "counterarguments" which are used instead of a direct and reasonable answer whenever the question is asked "why not Czechia?", I would like to emphasize that it is wrong to adopt arguments based on the Chechnya fallacy and to believe them. This error is, however, easy to correct: relevant sources for names of states in general and for our state in particular are included in respectable publications; in this case they are geographical and linguistic publications. It is important to know that CZECHIA has been the official English equivalent of ČESKO since the very beginning of modern Czech statehood and it is appropriate to use this term just as the one-word equivalents of *Česko* are used in other languages. Insufficient dissemination (particularly) of the English one-word term for *Česko* has been caused by the representatives and professional promoters of the new Czech state (often neither professional nor promoters), who badly underestimated the importance of the English one-word name in the international field. The allegation that *Czechia* "has not caught on" in the world and so "let us forget it and accept the widespread *Czech*" (such talk can sometimes be heard in political and economic circles) is again nothing but confusion of cause and effect. Those who are in a position to do something have done nothing; they only try to hide their own incompetence and shift the blame on "adverse circumstances".

## Notes

<sup>1)</sup> In some states – including Czechia, Slovakia, Hungary, Albania, France – the ethnonymic or toponymic component of the political name is transformed in an adjective.

<sup>2)</sup> Not always; to stay in the area of Europe, we can mention the opposite causative relation in such pairs as Nederland>Nederlander, Bosna>Bosanac/Bošnjak.

<sup>3)</sup> Nonsense because it is no geographical name, and the meaning of the adjective Czech can easily be found in any English-Czech dictionary, childish because it reminds me of a similar method of thinking which I applied as a nine-year-old boy when I believed that the names of France, Italy and Hungary were Française, Italiana, and Magyar. I simply "cut off" the non-geographical components of the political names République Française, Repubblica Italiana, Magyar Népköztársaság, and the remaining words were the countries' geographical names! Unlike many adult present-day Czech VIPs, I corrected my error at an early age.

<sup>4)</sup> Surprisingly enough, the Pilsen people have shown that they do know how to print the name of their country correctly: the limited series of their products distributed on the occasion of the Summer Olympic Games in Athens (2004) was labeled in Greek ΤΣΕΧΙΑ. Lo and behold! If it is possible in Greek, why not in English?

<sup>5)</sup> See the Record on Proceedings of the 7th Public Hearing of the Senate on Functional differentiation between the standard names Česká republika and Česko, and their respective equivalents in foreign languages held on 11 May 2004 from 1:30 p.m. in the conference room of the Wallenstein palace. See also <http://www.senat.cz/xqw/xervlet/pssenat/htmlhled?action=doc&value=27462>.

<sup>6)</sup> Cf, among others, JELEČEK, Leoš – RUBÍN, Josef (1998): Čechy jako synonymum pojmů Česká republika, Česko, české země, země Koruny české, aneb ztrácejí se nám Morava a Slezsko. Geografické rozhledy, 7, 1997/98, No 4, pp. 100–102; CHROMÝ, Pavel (1998): Čechy, Čechrava, Česko. Geografické rozhledy, 7, 1997/98, No 4, pp. 98–99.

<sup>7)</sup> Or, hypothetically, Čechy but the double meaning of the adjective český need not worry the English-speaking reader: Čechy + Morava + Slezsko (the 3 historical lands) make up the present-day Česko. That is, in English, Bohemia + Moravia + Silesia = Czechia.

<sup>8)</sup> One of the Ministry's officials even declared in Olympian manner that we were too small a state to afford two names... ("Gems" like this are among the arguments mentioned in Item 5.)

## Summary

### Neobávejte se jména Czechia, potřebuje vaši pomoc!

Tento text je zkráceným a upraveným překladem článku Pavla Krejčího "Czechia: devadesát let po vzniku Československa, patnáct let po jeho rozpadu, ale i deset let po naganském triumfu", který vyšel v minulém čísle Klaudyána (2/2007). V textu byly vynechány některé české reálie, které by pro zahraničního čtenáře byly zbytečně informačně zatěžující. Tento překlad vydáváme jenom proto, že ti, kteří jsou za prezentaci naší vlasti v zahraničí placeni, v této věci už patnáct let nic nekonají. Možná jsme naivní, ale abychom jménu "Czechia" pomohli na jeho cestě do světa, hodláme samotný článek posílat všem relevantním zahraničním orgánům, organizacím, médiím apod.