Polemical (a speaker can be hell-bent on convincing the audience, even to the detriment of logic, courtesy or even honesty). It implies a vigorous defence of one position, and clear rejection of the opposing point of view. Int-er must espouse the speaker’s point of view, conveying not just the content, but also the tenor of comments, the intensity of feeling. If the speaker is sacrificing logic or truth to their cause, it **not for the interpreter** to question that. Int-er must have the intellectual flexibility to reproduce ct. they find highly questionable.  
- int-er’s role is to help people come together and understand one another. → There are occasions when an int-er may **tone down comments** in order to take the sting out of a meeting. Repeating tactless or rude comments may in some cases be in the interest of neither party. To know when to do so is a very delicate affair.

Synopse: V porovnávní s letectvem nebo námořnictvem, Britská armáda se musí vyrovnávat se ztrátou zájmu veřejnosti rozšiřovat její řady. Spustila proto novou kampaň, která cílí na mládež narozenou po roce 1996.

**Babaloa RightIjem**

Klíčová slova

Special Air Service (SAS) - Speciální jednotka britské armády, SAS

Corporal - desátník

lance corporal - svobodník

infantry regiments - pěchotní jednotky

ground forces - pozemní jednotky

veteran - vysloužilý voják

division - divize

“The Army Needs You” campaign

snowflakes, selfie addicts, class clowns, phone zombies, and millennials, generation Z

You asked what British army does to find new recruits and how efficient the new campaign “The Army Needs You” is.

Let me tell you why the British army suffers from shortfalls in numbers in some infantry regiment**s.**

Amongst the reasons is   
- a retreat from controversial conflicts such as Iraq and Afghanistan,   
- a relatively buoyant economy,   
- and young people increasingly unwilling or unready to enlist.

It is a problem that reflects poorly on those running the army.

Shortfalls are greater than in the navy and air force.

But the critical question is - to what extent army size matters in the early 21st century.

The reality is a limited political appetite for serious engagement by ground forces. The memory of Iraq is still raw, MPs are unlikely to vote for intervention in countries far from home;

Without an ongoing campaign, potential recruits may decide there are better careers to follow.

The pool of potential recruits is diminishing!

The rate of unemployed among 16 to 24-year-olds is 11,4% - half the level it was between 2011 and 2013.

And the country already has a problem with obesity, putting OFF potential recruits. Recent figures even indicated that one in 10 serving soldiers were clinically obese. Out of 41 corporals and lance corporals taking part in the SAS annual fitness test only 24 completed the course. While the average drop-out on the same test for the whole of the previous year was 3%!

Would it be surprising to say that recruiters are weary? They complain that others fail the grade because they have tattoos on their face or the palms of their hands.

The British army is calling on “snowflakes, selfie addicts, class clowns, phone zombies, and millennials” to join its ranks in a recruitment.

Our campaign, featuring posters and TV ads, turns what is normally seen as a weakness or a character flaw by the rest of society. The army sees it as a strength. The campaign states that we appreciate the “compassion” of “snowflakes”, the “self-belief” of millennials, the “confidence” of selfie takers, and the “focus” of phone zombies.

The campaign is targeting 16- to 25-year-olds, part of what is sometimes known as Generation Z[[1]](#endnote-1).

Our campaign shows these would-be recruits in army roles, from soldiers assisting on humanitarian missions in war-torn villages to providing support in a hurricane relief effort.

As my Czech colleague here, Mr. Nohavica, partly addressed in his speech: one of the real issues for us is countering Russian disinformation and electronic warfare.

The army announced a reorganisation at the beginning of spring 2019, aiming at giving a clearer focus to housing hackers in one of its three divisions. The new recruitment campaigned has results already: Only at the beginning of the year it led to a doubling of applications in January.

1. Generation Z – one of several terms used to describe post-millennial youth born after 1996 – prefer juice bars to pub crawls, rank quality family time ahead of sex and prioritise good grades before friendship. They drink less, take far fewer drugs, and have made teenage pregnancy a near anomaly. [↑](#endnote-ref-1)