



Thai Translation Terminology

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Abstract

The aim of this study is to propose a practical guideline for the development of translation quality and standards by applying translation strategies from the book *Thai Translation Terminology*. Studies reveal that traditional Thai translation has to adapt itself to global trends. Individual literary translations have evolved into an entire translation industry as products and services vie for position in the creative socio-economic environment. The quest for appropriate practical guidelines especially with regard to translation strategies or techniques has been addressed in many research themes. Moreover the demand to determine appropriate translation methods for the teaching and training of translation to serve both Thailand's translation industry and the ASEAN community together with the need to create a framework for developing qualified translators and their translations are important on the agenda of the National Language Policy of Thailand. To fill this translation gap, the book *Thai Translation Terminology*, the first of this type in Thailand was translated and compiled by the researcher, based on the internationally used *Translation Terminology* edited by Jean Delisle, Hannelore Lee-Jahnk, Monique Cormier under the auspices of the International Federation of Translators and the International Permanent Conference of University Institutes of Translators and Interpreters. The book comprises more than 200 terminologies covering core translation strategies and translation critical issues. Each entry includes Thai definitions with explanations and translation samples selected from more than 160 qualified resources ranging from prose, verse, literature, textbooks, documentaries, advertisements, and movies, etc. In order to confirm its practicality, the book, which is updated annually, has been used for more than three years at Rajamangala University of Technology Thanyaburi as a reference for translation strategies in translation classes. Students' feedback on the book confirm that it is both applicable



and useful to their translation practice. In addition, the book has been regularly presented for review, update and improvement at various public discussions attended by gatherings of translation scholars and professional translation experts, in both national and international conferences to sustain its continuous applicability.

Keywords: terminology, translation, Thai translation terminology, translation strategies, translation quality and standard

Background

Recent observations show that individual literary translation has gradually moved towards an entire translation industry, consisting of competing products and services designed to serve the global creative economy (Wiggins 2009: 1-2, Sawasdiwat Na Ayutthaya 2011b: 1). Translation innovations in a business-industry setting known as localization, business process outsourcing, crowd sourcing, cloud computing and virtualology, etc. are becoming not only keys to market for translators, but also keys to the development of the country's new economy. Driven by this movement, Thailand has to adapt its traditional translation practice, which is mostly based on individual experiences, to a new scheme, i.e. empirical, objective, standardized and explicable translation.

The Search for a Practical Guideline

In Thailand, research and studies have been undertaken to seek a practical guideline to assess 'how to translate'. Among them are "The Factors Affecting the Translation of the Charge from Thai to English" (Udomsilpa 2001); "Katrina Reiss' Criteria for Literary Translation Quality Assessment: A Case Study of the *Pilgrim Kamanita*" (Suvannanonda; 2003); "Translation Skill Development of Students Studying Translation Foundation at Thaksin University", Songkhla (Kiriratnikom 2005); "A Comparative Study of the two Thai Versions of John Steinbeck's *Of Mice and Men*" by Kantha Srivimol and Pracha Uttathon (Somchai 2006); "A Study of Translation Strategies Used in the National Geographic Magazine" (Lerstrakool 2006); "Translations of *the Nightingale and the Rose*" by Oscar Wilde; "*The Storm*" by Kate Chopin and "*A Rose for Emily*" by William Faulkner with Analysis", (Thongthua 2006). Each relies on different approaches but all attempt to uncover the best practices of translation strategies.



It is clearly seen that specific terminology to explain translation, especially with regard to “how to translate” is needed and should form part of every translation book. “Equivalence as a translation core”, (Vinay J.-P. & Dalbarnet J. 1958; Nida 1964; Catford 1965; Newmark 1981) Skopos, “A Functional Translation Approach” (Vermeer 1989) and “Operation Norm” (Toury 1995), are all translation strategies. Even the most translated texts, such as the Bible translations, have been based on these similar criteria (Naudé1 2002). Being aware of this demand, *Thai Translation Terminology*, the first book of this type in Thailand, has been translated and compiled by the researcher, with a view to filling the translation quality gap for the teaching, training and practising of translation. The book includes a framework for developing the quality of translators and their translations with the aim of improving and serving the Thai translation industry and the ASEAN community, where English is the working language.

Thai Translation Terminology

As mentioned every book about translation touches on translation terms and strategies applicable to the areas of translation that they focus on. Few of these books, however, are comprehensive compilations, e.g. “The Trans-k Glossary of Translation and Interpreting Terminology” collects various notable terms without usage and examples (Trans-k 2010:1). The *Thai Translation Terminology* based on the internationally used “*Translation Terminology*” edited by Jean Delisle, Hannelore Lee-Jahnk, Monique C. Cormier under the auspices of the International Federation of Translators (FIT) and the International Permanent Conference of University Institutes of Translators and Interpreters (CIUTI), (Delisle, Lee-Jahnk, and Cormier 1999), is proposed as a guideline to support translation quality and standards in the Thai environment. It is observed that the criteria applied by the National Accreditation Authority for Translators and Interpreters (NAATI), in Australia, or the American Translators Association (ATA), to certify translators, are in line with the translation terms contained in the *Translation Terminology* book. Examples are terms used in ATA Certification Exam under the topic “How the Exam is Graded” e.g. Incomplete passage, Addition or Omission, etc. (American Translators Association 2010: 1).

Thai Translation Terminology is systematic and comprehensive containing more than 200 terms arranged in alphabetical order. Each entry is defined in Thai and presented in pedagogical form, with explanations and examples mostly in



Thai and English, although, some are in French, German and Spanish. The terms describe specific language functions; the cognitive aspects involved in the translation process; the procedures involved in transfer from one language to another, and the results of these operations. All of the terms in each section of the book are cross-referenced. A dozen tables help the reader understand the relationships between the concepts, and a bibliography completes each section. The definitions, explanations and examples are drawn from more than 160 qualified resources ranging from prose, verse, literature, textbooks, the Bible, documentaries, advertisements, newspapers, novels, tales, short stories, movies, comics, etc. An example of translation strategy in the book (Sawasdiwat Na Ayutthaya 2011a: 14-15) is as follows:

ad hoc formulation

การกำหนดโดยเฉพาะ


ผลของการดำเนินการที่เกี่ยวข้องกับการแปลโดยกำหนดในระดับคำ วากยสัมพันธ์ หรือแม้แต่วลีให้มี <การเทียบเท่า> ที่เหมาะสมภายใน <ตัวบท> นั้นเท่านั้น (เป็นการแปลตามบริบทที่มีอยู่) อาจกล่าวได้ว่าเป็นการสร้างขึ้นเฉพาะคราว หากมีอยู่แล้วก็จะใช้การแปลตามตัวอักษร (literal) หรือหาความเทียบเท่า (equivalence) ตามแนวทางของแคตฟอร์ด (Catford 1965: 27-32) และไนดา (Nida and Taber 1969: 22-24)

ตัวอย่างเช่น - 1. Si l'on observe les oiseaux on constate qu'à basse vitesse leurs ailes se crisent par le braquage vers le bas du bord de la fuite; un profil creux porte plus qu'un profil plat. ----> If we watch a bird in flight at low speeds, we'll see the trailing edges of its wings pointed downwards, forming a hollow curve. This shape has more lift than a flat section. ----> ถ้าเราสังเกตนกขณะบินช้า ๆ เราเห็นปลายปีกจะงุ้มเข้าชี้ต่ำลง ปีกที่งุ้มเข้านั้นจะมีแรงยกมากกว่าปีกที่กางออก || 2. Dans le domaine des lettres, le choc des idées révéle féconde; il devient possible de profiter de l'expérience d'autrui. ----> In the world of literature, the clash of ideas become cross-fertilized, the experience of others can be usefully employed to mutual benefit. ----> ในโลกแห่งวรรณกรรม ความคิดที่ต่างกันเผยแพร่ข้ามไปมาได้ ประสพการณ์ของคนอื่น ๆ อาจใช้เป็นประโยชน์ร่วมกัน || 3. Seating himself at the writing-table, Stuart began mechanically to arrange his papers. Then from the tobacco jar he loaded his pipe, but his manner remained abstracted. (Rohmer 1988: 10) ----> สจวร์ตนั่งลงที่โต๊ะเขียนหนังสือ และเริ่มจัดกระดาษบนโต๊ะนั้นโดยแทบไม่รู้สีก้าวแล้วเขาจึงควักยาสูบจากอับยัดกลิ้ง แต่กิริยาของเขายังคงเปลือย ๆ อยู่ (รามจิตติ 2508: 17) || 4. Glick felt his scowl soften into a grin. (Brown 2001: 332) ----> กลิกรู้สึกทั่วไปหน้าคล้ายความบึ้งตึงลงกลายเป็นยิ้มแย้ม (อรดี สุวรรณโกลม และอนุรักษ์ นครินทร์ 2548:



325) ‘Oh, no,’ Vittoria said aloud. ‘Oh... no.’ (Brown 2001: 356) ----> “ตายจริง ไม่นะ” วิตโตเรียพูดเสียงดัง “ตายแล้ว ... ไม่นะ” (อริดี สุวรรณโกมล และอนรรักษ์ นครินทร์ 2548: 348) || 5. Three interns, ages 19 to 21, showed up at his firm with tank tops, exposed bra straps and flip-flops. ----> พนักงานฝึกหัด 3 คน อายุระหว่าง 19 ถึง 21 สวมเสื้อเกาะอก เห็นสายเสื้อชั้นใน และสวมรองเท้าแตะมาที่ทำงาน (มณีรัตน์ สวัสดิวัตน์ ณ อยุธยา 2552: 63) || 6. In 1983, I met an extraordinary Saudi woman, Princess Sultana Al Sa’ud. ----> ปี 1983 ผู้เขียนได้พบกับสตรีสูงศักดิ์ท่านหนึ่ง คือ เจ้าหญิงซัลทานา อัลซาอุด (พรทิพย์ ประทีปรัตนกร 2550: 71)

หมายเหตุ ----- การกำหนดโดยเฉพาะเป็นการเขียนในรูปแบบใหม่ <recasting> ใน (ภาษาปลายทาง) ความเท่าเทียมกันของการแปลไม่ได้มีอยู่ก่อนแล้ว ดังในกรณีของการดึงข้อมูลที่มีอยู่มาใช้ซึ่งเป็นการทวนคิด (recall) ผู้แปลจึงต้องวิเคราะห์ความหมายที่ต้องการสื่อ (sense) และบริบทเพื่อที่จะสร้างความเชื่อมโยงความคิดใหม่และการเปรียบเทียบเชิงอุปมาและใช้ประโยชน์จากทรัพยากรในภาษาปลายทาง

 **adaptation** (การดัดแปลง), **coinage** (ศัพท์บัญญัติ), **direct transfer** (การถ่ายโอนโดยตรง)

fr : *création discursive* (1)

en : *ad hoc formulation* (1)

es : *creación discursive* (1)

de : *ad hoc-Wiedergabe* (1)

Translation, Compilation and Validation of the *Thai Translation Terminology*

The *Thai Translation Terminology* has been supported by the Translation Terminology's editors to use for academic purposes in the Thai environment in order to help develop quality translation, as part of the policy agenda of the National Language Policy of Thailand.



The translation, compilation and validation procedure undertaken from the years 2008 to 2011 is summarized in Figure 1.

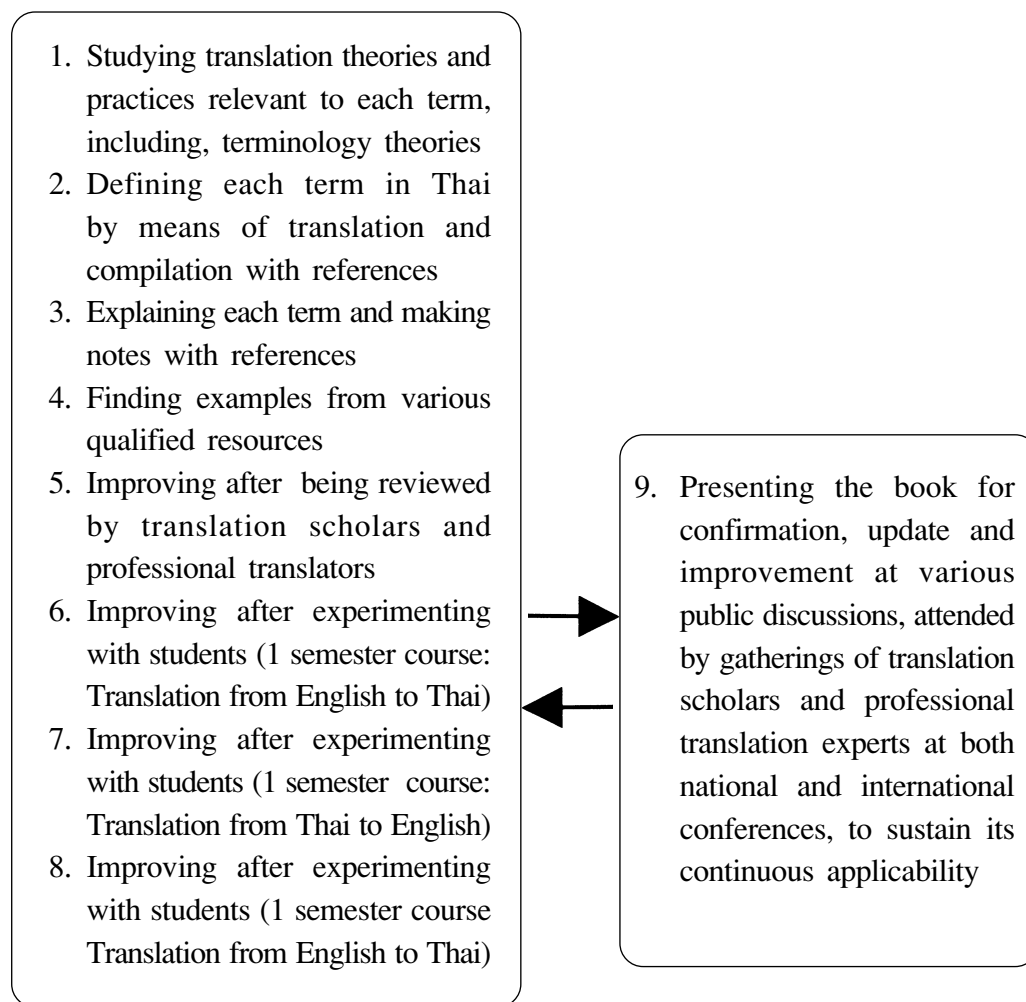


Figure 1 Translation, Compilation, and Validation of the *Thai Translation Terminology*



From Figure 1 the researcher studied terminology theories, as well as, translation theories, practices, and approaches relevant to the terms. Each term was defined in Thai and explained with references to translation theories and practices. To cover each term, as much as possible, notes have been given unless there is a need for expansion or an exception arising from the explanation. Examples best explaining or in closest correspondence to each term were selected from various qualified resources. By means of the delphi technique the book was reviewed by 5 translation scholars and professional translators. After improvements were made it was used as the basis for experimentation in 3 translation courses at bachelor's degree level: 2 Translation from English to Thai and 1 Translation from Thai to English courses at Rajamangala University of Technology Thanyaburi. Each course was attended by 30 students. Feedback from students was analyzed and improved accordingly. The book has been regularly presented for confirmation, update and improvement at various public discussions attended by gatherings of translation scholars and professional translation experts at both national and international conferences, to sustain the work's continuous applicability, e.g. at the 2009 Conference on "Localization and Translation Thailand: Bridging Asia with the World" in Bangkok, at the 2010 International Federation of Translators Sixth Asian Translators' Forum at the University of Macau, and at the 2011 Conference on "Infrastructure Cooperation on Language Processing, Service and Standards Determination on Translation, Interpretation" and it will be discussed at the "Sign Language to Serve the ASEAN Community", in 2015, in Bangkok, among other academic meetings. Students' overall feedback on the book demonstrate that it has been found applicable and useful to their translation practice.

Conclusion

The demand for qualified translators is a global critical issue. It would take 83 languages to reach 80 percent of all the people in the world, and over 6,000 languages to reach everyone (Common Sense Advisory 2009:1). Without qualified translators, we will not be able to communicate effectively across languages and cultures. Government economists expect job growth for translators and interpreters in the U.S. to be much faster than average reaching 62,200 by 2018, an increase of 22% from 2008 (50,900) (Communiqué 2010: 1). If Thailand aims to create the jobs necessary to shape and support the new economy, the *Thai Translation Terminology* study proposes a comprehensive, systematic resolution for the development and assessment of qualified translators.



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