STRATEGIES EMPLOYED IN TRANSLATION FROM THAI INTO ENGLISH:
A CASE STUDY OF AN ARTICLE IN *FOCUS BANGKOK*

A MASTER’S PROJECT

BY

CHITTSOPHA KHONGBUMPEN

Presented in Partial Fulfillment of the Requirements
for the Master of Arts Degree in English
at Srinakharinwirot University
February 2008
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AN ABSTRACT

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The main purpose of this study was to analyze the strategies used in translating an article entitled “Vimanmek Mansion Museum” from Thai into English in Focus Bangkok which is a magazine published by the Bangkok Metropolitan Administration (BMA) based on Baker’s (1992) eight translation strategies of non-equivalence at the word level. The frequency of occurrence of all the eight strategies was calculated in terms of percentage.

The results in the study revealed that seven of Baker’s (1992) translation strategies were found being used. The most frequent translation strategy employed was translation by omission (43.81%), followed by translation by using more general words (17.14%), translation by using loan words (12.38%), translation by using cultural substitution (8.57%), translation by more neutral/ less expressive words (7.62%), translation by paraphrase using unrelated words (5.72%), and translation by paraphrase using related words (4.76%) respectively. However, the translation by illustration was not found in this study.
กลุ่มที่ใช้ในการแปลจากภาษาไทยเป็นภาษาอังกฤษ การศึกษาจากบทความในหนังสือส่งเสริม

บทคัดย่อ

โดย

จิตศิลา คงบัวพิชญ์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยสรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาตรีสาขาสหศึกษา

สาขาวิชาภาษาอังกฤษ

ภูมิพันธ์ 2551
การศึกษานี้มีวัตถุประสงค์เพื่อวิเคราะห์กลยุทธ์ในการแปลบทความเรื่องพระที่นั่งวิมานเมฆในนิตยสารส้องกรุงซึ่งเป็นนิตยสารการท่องเที่ยวของกรุงเทพมหานคร โดยใช้กลยุทธ์การแปลของ Baker (1992) เป็นเครื่องมือในการวิเคราะห์และนำเสนอในรูปเปรียบเทียบ
ผลการศึกษาพบว่า ผู้แปลใช้กลยุทธ์การแปลของ Baker (1992) จำนวน 7 รูปแบบเรียงจากมากไปหาน้อยตามลำดับดังนี้ การแปลโดยการละคำ (43.81%) การแปลโดยการใช้คำที่มีความหมายกว้าง ๆ (17.14%) การแปลโดยการใช้คำที่มีความหมายใกล้เคียง (12.38%) การแปลโดยการใช้คำที่มีความหมายใกล้เคียงกว่าด้านฉบับ (7.62%) การแปลด้วยวิธีการอธิบายความหมายโดยใช้คำที่ไม่ต่างจากจินตนาการ (5.72%) และกลยุทธ์การแปลด้วยวิธีการอธิบายความหมายโดยใช้คำที่เกี่ยวข้องกัน (4.76%) ส่วนกลยุทธ์การแปลโดยวิธีการอธิบายประกอบไม่ปรากฏในงานวิจัยนี้
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A MASTER’S PROJECT

BY

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Presented in partial fulfillment of the requirements for the
Master of Arts Degree in English
at Srinakharinwirot University
February 2008
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The Master’s Project Committee and Oral Defense Committee have approved this Master’s Project as partial fulfillment of the requirements for the Master of Arts Degree in English of Srinakharinwirot University.

Master’s Project Advisor

...........................................................................................................................................

(Assistant Professor Sirinna Boonyasaquan)

The Chairperson of the Graduate Program

...........................................................................................................................................

(Dr. Prapaipan Aimchoo)

Oral Defense Committee

............................................................................................................................................. Chair

(Assistant Professor Sirinna Boonyasaquan)

............................................................................................................................................. Reader

(Assistant Professor Penny Diskaprakai)

............................................................................................................................................. Reader

(Assistant Professor Dr. Nitaya Suksaeresup)

This Master’s Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in English of Srinakharinwirot university.

.............................................. Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

February 2008
ACKNOWLEDGEMENTS

The first person to whom I would like to express my deep gratitude is Assistant Professor Sirinna Boonyasaquan, my master’s project advisor. Her kindness, valuable comments, patience and encouragement in all these years made this master’s project possible.

I would also like to convey my appreciation to Assistant Professor Penny Diskaprakai and Assistant Professor Dr. Nitaya Suksaeresup, my readers, for their valuable suggestions and advice in doing this research work.

My special gratitude goes to all lecturers in the Western Languages Department at Srinakharinwirot University for their valuable and professional instruction.

Finally, I would like to convey my sincerest appreciation to my beloved family: my mother and father Sukanya and Prasert Trisarnsri, my husband Jirasin Khongbumpen, and my lovely daughter Phunyisa Khongbumpen for their love, warmth and encouragement.

Chittsopha Khongbumpen
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CHAPTER 1
INTRODUCTION

Background of the Study

Tourism is one of the important business channels to boost more earnings to the country from foreigners to Thailand. To promote tourism, translation is a vital tool to assist people of different languages and cultures to understand and communicate with one another. With the help of translated works, people gain knowledge and broaden their experiences. Moreover, there has been an increase in translated works and this increase is currently a strong trend (Pinitpouvatadol, 1999). Therefore, professional translators have become key people in transferring accurate information from one language into another.

Translation is basically a change of the form from the first language to the second language by way of writing or speaking (Campbell, 1998). To translate a text from one language into another, translators should fully understand the original text and be responsible for giving the equivalent message. They should also have an expert knowledge of both the source and the target languages and avoid word-for-word translation (Robinson, 1997).

To achieve effective translation, it is not an easy task because cultural interferences or differences in culture of the source and target languages make translating complicated. Translation includes transferring thoughts, attitudes, and the way of life from one culture into another. Professionals of translation agree that in order to be good translators, they need to learn more about history, cultures, beliefs, attitudes, and other aspects of the target language, including the background of
the source text. In addition, translators should be careful in choosing the best way to translate and still maintain the meaning of the original text.

Baker (1992) is a linguist who investigates translation problems arising from non-equivalence at word level. She identifies eight translation strategies of non-equivalence at word level: translation by a more general word, by a more neutral or less expressive word, by a cultural substitution, by a loan word or by a loan word plus an explanation, by a paraphrase using related words, by a paraphrase using unrelated words, by omission, and by illustration. These strategies can be used as references or guidelines for translators to deal with unfamiliar texts or documents.

In tourism business, good translation works can inspire tourists and encourage enthusiastic travelers to visit tourist destinations. *Kinaree*, a magazine published by Thai International, Plc. is a good example of an excellent dual language magazine. Articles on tourism found in this magazine are professionally translated from Thai into English. Readers are inspired by the beauty of the tourist spots and they yearn for a visit.

*Focus Bangkok* is another dual language magazine of which articles are published in both English and Thai. The magazine is under responsibility of the Tourism Division, Bangkok Metropolitan Authority, with a major objective to promote tourism in Bangkok.

“พระที่นั่งวิมานเมฆ” (Target language, henceforth TL: Vimanmek Mansion Museum) is an article in *Focus Bangkok* of September-October 2004 version. The article is published in both Thai and English with the same information. The main purpose is to give historical accounts about a historic place. Originally, it was written in Thai and later, translated into English. Translation is used as an important device
not only to transfer tourism documents accurately from the source language, but also to really impress and attract readers who are tourists in particular.

Articles translated into English in *Focus Bangkok* are presumably done by professionals since the magazine is targeted to be distributed to foreigners and, as mentioned earlier, to promote tourism in Thailand. It is interesting to study what strategies professional translators use in their works.

This study aims at investigating translation strategies being employed in translating an article entitled “พระที่นั่งวิมานเมฆ” (TL: Vimanmek Mansion Museum) from Thai into English in *Focus Bangkok* based on Baker’s strategies (1992) with concentration on non-equivalence at word level.

**Objectives of the Study**

The main purposes of the study were as follows:

1. To identify translation strategies used in translating a text from Thai into English in *Focus Bangkok* magazine.
2. To find out the frequency of strategies being used in the sample article.
3. To give plausible explanations for the strategies that the translator used in translating a text.
Significance of the Study

The results of the study should identify the strategies used in translating from Thai into English of an article in Focus Bangkok magazine and the frequency of each strategy being used. Plausible explanations for the translator’s use of the strategies would be attempted. Interested people in translation would gain some ideas about translation strategies and reasons why those strategies were used.

Scope of the Study

This study was based on an article entitled Vimanmek Mansion Museum in Focus Bangkok magazine of September-October 2004 version. The translation strategies categorized by Baker (1992) were adopted as a framework to analyze the text with a focus on non-equivalence at word level. Typing, punctuation, and spelling errors were not counted in this study.

Definition of Terms

1. Baker’s Strategies

   The strategies being used in this study are taken from Baker’s (1992) eight strategies as follows:

   1. Translation by a more general word
   2. Translation by a more neutral/less expressive word
   3. Translation by cultural substitution
   4. Translation using a loan word or loan word plus explanation
   5. Translation by paraphrase using related words
6. Translation by paraphrase using unrelated words
7. Translation by omission
8. Translation by illustration

2. **Back Translation (Henceforth: BT)**

   It is the word-for-word translation from the source language to the target language. This translation is frequently incorrect either in terms of grammar or vocabulary.
CHAPTER 2
REVIEW OF THE RELATED LITERATURE

This chapter is divided into five sections, starting with the definition of translation, followed by the translation process, translation strategies, translation problems and related research.

1. Definition of Translation

Nida and Taber (1969) agree that translating consists of the duplication of the receptor’s language to the closest natural equivalent of the source language message, first in terms of meaning and second in terms of style. They develop a theory of translation that includes thoughts from transformation grammar.

Diller and Kornelius (cited in Lorsch, 1991) state that translation is considered adequate when it has the same reference, predication and inference as the original. A source language (Henceforth: SL) text and a target language (Henceforth: TL) text can only be equivalent in meaning when they are semantically, pragmatically and stylistically the same.

Similarly, Weber (1984) defines translation as the transposition of a text written in a source language into a target language. Translation must completely contain all meaning of the original and must be written in a clear and graceful language that can easily be understood by the reader.

For Catford (1988), translation is an operation of replacement of textual materials in the source language by equivalent textual materials in the target language.
He bases his approach on isolated and simplistic sentences in transformational grammar theories.

Translators should attempt to convey the original contextual meaning in such a way that both the content and language are acceptable and comprehensive to the target language readers (Newmark, 1988).

Larson (1998) states that translation consists of transferring the meaning of the source language into the target language and analyzing the source text by studying the lexicon, grammatical structure, communication situation, and cultural context in order to determine its meaning, and then reconstruct it in the same meaning using the lexicon and grammatical structure which are appropriate in the target language and its cultural context.

To summarize, translation is both art and science. It transfers the meaning from one language into another, by attempting to keep the original meaning in order to make readers understand in the same way as the source text does.

2. The Translation Process

Nida (1964) suggests the following nine steps of the translation process:

1. Read over the entire document, including a preliminary background study.

2. Obtain background information. This includes the circumstances of its writing, publication, and distribution, its relationship to other documents of a similar type.

3. Compare existing translations of the text.

4. Make a first draft of sufficiently comprehensive units.

5. Revise the first draft after a short lapse of time.

6. Read aloud for style and rhythm.
7. Study the reactions of receptors by the reading of the text by another person.

8. Submit a translation to the scrutiny of other competent translators.

9. Revise the text for publication.

Meanwhile, Saibua (1997) indicates that the process of translation is as follows:

1. Study the original text in order to find its message, content, meaning, tone, flavor, and feeling between the lines.

2. Analyze the original text meaning carefully in order to transfer it as accurately as possible.

3. Transfer the original text into the target language by the following steps:
   
   Step 1: Define the translation purposes and choose the translation approach.
   
   Step 2: Analyze the target language kernel sentences and transfer them into the target language.
   
   Step 3: Reproduce the analyzed kernel sentences to be naturally close to the target language and try to keep the original meaning, tone and style.
   
   Step 4: Check the translated text in order to find whether its effects are equivalent to the original or not.

4. Check the translated text for quality assurance. This process is to check whether or not the reader responds equivalently to the translation as they do with the original text. These activities include checking of the original meaning, style, register, as well as tone.

It can be said that the process of translating is operational (Newmark, 1988: 19). In general, a translator firstly chooses an approach and then s/he has to consider four translating levels as follows:
(1) The SL text level, the level of language (2) The referential level, the level of objects and events, either real or imaginary which is an important part to comprehend the text and then reproduce it. (3) The cohesive level, the level that includes both comprehension and reproduction, presenting an overall picture. (4) The level of naturalness, the level of appropriate language in a certain situation. Finally, the revision procedure takes place in order to make the translation a success.

In short, the first step of translation begins with reading the whole source text in order to understand its meaning. Then, the translator finds an appropriate process to translate the text. Next, the translator translates the text into the target language. Finally, the translator should revise and correct the translated text.

3. The Translation Strategies

Translating is difficult for translators because of difference in culture, language structure, and meaning of the SL and TL. Translation linguists, therefore, attempt to find strategies to deal with problems of non-equivalence.

Baker (1992) identifies eight translation strategies of non-equivalence at word level, which are used by professional translators as follows:

1. Translation by more general words (superordinate)

This strategy is used to handle a relative lack of specificity in the target language compared with the source language.

Example I:

SL: ปลาสลิด
BT: fish Salid
TL: a kind of freshwater fish
In this example, it is better for a translator to use more general words to replace the meaning of *Salid*. In this case, using a loan word alone will not be meaningful.

2. Translation by more neutral/less expressive words

When there is no equivalent in the target text, this strategy is applied. The source text should be replaced by a near equivalent in the target language. This equivalent is both less expressive and more formal.

Example:

SL: เจ็บใจ
BT: feeling frustrated and angry with oneself for being unable to do something successfully
TL: being annoyed

(Saewong, 2004: 15)

There is no word in the target language which can express an exact meaning in the source language. Therefore, a near equivalent word, which is less expressive, is used as shown in the above example.

3. Translation by cultural substitution

Readers may not understand the concepts of foreign culture concepts if we introduce unfamiliar information. Therefore, when the source culture is too complicated to understand and translators want their readers to easily understand the source culture, they may select the concept in the target culture that the readers have been familiar with.

Examples:

SL: ขนมเบื้อง
BT: *Khanom Buang*, a kind of Thai dessert
TL: Taco
Examples:

SL: สังขยา
BT: Sangkaya, a kind of Thai dessert
TL: Custard

These examples provide similar information of the dessert as that in the western countries. Readers will be better understood what the writer is telling about.

4. Translation using loan words or loan words plus explanation

In some cases when it is difficult to give an equivalent, translators use a loan word when translating a culture-related text. However, elaboration of the loan word is sometimes needed to make the readers clearly understand its meaning.

Example I:

SL: ปัจจุบันใครเดินทางไปถึงยอดดอยไม่ควรลืมไปไหว้พระสถูป
BT: Today, when visitors go up to the hill, they should not forget to palm their hands to this stupa…
TL: Today, when visitors go there, they should remember to pay respect to this stupa…

(Aumnuch, 2004:15)

A translator translates สถูป (BT: Stupa) into English by using a loan word, stupa.

Example II :

SL: สังขยา
BT: Sangkaya
TL: Sangkaya, a kind of Thai dessert made from egg yolk, coconut milk and sugar

A translator translates สังขยา (BT: Sangkaya) into English by using a loan word with some explanation, a kind of Thai dessert made from egg yolk, coconut milk and sugar so as to give clearer meaning to readers of the target language.
5. Translation by paraphrase using related words

This strategy is used when the concept in the source item is lexicalized in the target language, but in a different form (Baker, 1992: 37). Translators use related words in conveying the same meaning in the target language but they may have to use different words or structures since there is no equivalent.

Example:

SL: สถาปัตยกรรมงดงามอย่างยิ่งที่เปรียบมิได้
BT: architecture beautiful very no comparison
TL: incomparable sophistication of architecture

Instead of making a literal translation, the translator uses the word sophistication gives readers the idea that the architecture is not simple. Rather, it is cleverly designed. Comprehensive knowledge of architectural styles can be observed. If the translator had used the word beautiful, the meaning of the whole phrase would have been very simple.

6. Translation by paraphrase using unrelated words

This strategy is used when the source item can not be lexicalized in the target language because it is semantically complicated. A more general word which is not related to the source item is introduced instead.

Example:

SL: ฝนตกหนัก
BT: Rain falls heavily.
TL: It rains cats and dogs.
The expression *it rains cats and dogs* is common to the native speakers of English although it is not for Thais. It is plausible to say that it gives a more complete and meaningful meaning than just translating the ST into TL as *It rains heavily*.

7. Translation by omission

Translators may delete some words or expressions if the meaning conveyed by a particular item or expression is not important or redundant to the development of the text since the length of explanation may confuse the readers.

Example:

SL: May I borrow your pen?
TL: ขอยืมปากกาหน่อย

From the example above, there is no need to translate the word *your* in the source language when it is translated into the target language. Therefore, translators can omit the word *your* while the meaning is still the same.

8. Translation by illustration

Translators use the illustration strategy if there are restrictions in translation or there is a lack of an equivalent in the target language.

Example:

SL: chain hotels
BT: โรงแรมลูกโซ่
TL: โรงแรมที่มีสาขาทั่วโลกเช่น Hyatt, Marriott และ Hilton เป็นต้น

Giving some examples helps readers to better understand the translated text. In this case, if a translator translates *chain hotel* into โรงแรมลูกโซ่ (BT: hotel chain), readers may not understand the text clearly because it is rather technical or restricted to
some groups of readers. The translation strategy of illustration is a good idea to make readers understand the translated text.

Baker’s (1992) eight strategies are guidelines for translators to produce quality works for their readers. The researcher used these strategies to analyze the data for this research.

Another linguist, James (cited in Boonyasaquan, 2006: 41-42, 94), proposes strategies in translation as follows:

1. Ignorance and avoidance

When a translator translates a text and s/he does not know an equivalent in the target language, s/he will use the strategy of borrowing a first language substitute. Errors possibly occur in the process of the first language transferring due to the first language interference or the translator’s ignorance. However, if a translator cannot get to a first language substitute for a lexical item, s/he will avoid translating it or use another word instead. They are using the strategy of avoidance.

Example:

SL: ทยอยปรับเปลี่ยน (สาขาอื่น ๆ) อย่างต่อเนื่อง
BT: gradually change continuously
TL: to be renovated successively
Avoidance: to change continuously

In this case, the translator does not know the words renovated successively, s/he, therefore, avoid the exact translation. Rather s/he uses words of similar meaning instead.
2. Interlingual errors

A transfer of the first language items can cause an interlingual error because a translator assumes that one-to-one equivalence is possible; for instance, since *high building* is possible, a translator may assume that *high age* should be possible as well.

Meanwhile, the strategies used in translation proposed by Farghal, Obiedat, and Huang (cited in Boonyasaquan, 2006: 42-43) are also interesting. They are as follows:

1. **Synonymy**

This strategy refers to the use of a word or phrase which has the same or nearly the same meaning as another word or phrase when a translator does not know the equivalent.

Example:

<table>
<thead>
<tr>
<th>SL:</th>
<th>อาหารมัน, อาหารเนื้อนิ่ม</th>
</tr>
</thead>
<tbody>
<tr>
<td>BT:</td>
<td>food oily</td>
</tr>
<tr>
<td>TL:</td>
<td>rich food</td>
</tr>
<tr>
<td>Synonymy:</td>
<td>oily food, greasy food</td>
</tr>
</tbody>
</table>

2. **Avoidance**

Translators apply this strategy when they fail to clearly understand the meaning of the lexical items in the target language.

Example:

<table>
<thead>
<tr>
<th>SL:</th>
<th>อาหารเบา ๆ</th>
</tr>
</thead>
<tbody>
<tr>
<td>BT:</td>
<td>food light light</td>
</tr>
<tr>
<td>TL:</td>
<td>light food</td>
</tr>
<tr>
<td>Avoidance:</td>
<td>little food, snack</td>
</tr>
</tbody>
</table>
3. Transfer

This strategy is based on the assumption that there is a one-to-one correspondence between the first language and the target language and that the target language puts this assumption to use.

Example:

SL: ชาแก้
BT: tea old
TL: strong tea
Transfer: bitter tea

4. Paraphrasing

This strategy involves giving a definition of a word or phrase or using different words to explain to make the original meaning clearer. When translators do not know the equivalent item in the target language, they sometimes apply this technique to solve the problem.

Example:

SL: สีตก
BT: color fall
TL: running color
Paraphrasing: color that dissolves easily

The examples given to support the four strategies mentioned above revealed that problems regarding a lack of knowledge on collocations may result in foreign translation although the translated phrases are still meaningful to the target readers. If a non-native speaker of English wants to be close to a native speaker, s/he should give importance to collocations.
In conclusion, strategies in translation are various. Good translators have to judge which the best strategy to be applied is. Undoubtedly, this depends on the source text and the problems being faced. More than one strategy is definitely involved when translating a text so as to create quality translated works.

4. Translation Problems

According to Hatim and Mason (1992), the basic problems results from the following:

1. Lack of good comprehension of the source text

Problems in translation definitely occur if translators have difficulties as follows:

1.1 Wrong parsing of the text (in terms of grammar and lexis)
1.2 Limited access to specialized knowledge
1.3 Limited access to the intended meaning

2. Inefficiency in transferring the meaning

The meaning in the source text will be transferred accurately if translators are aware of how to relay the original message. Problems arise when translators ignore the following:

2.1 Lexical meaning
2.2 Grammatical meaning
2.3 Rhetorical meaning, including implied or inferable meaning for potential readers.
3. Unawareness to assess the target text

The final stage in translation is important. Problems come up when translators forget to check if the translated text possesses the following qualities:

3.1 Readability

3.2 Conformation to generic and discoursal TL conventions

3.3 Judging adequacy of translation for specified purposes

Baker (1992: 21-26) classifies translation problems into eleven types covering all linguistic, semantic, and cultural aspects. The following are some common types of problems of non-equivalence at word level.

1. Culture-specific concepts

Culture-specific concepts are unknown or rarely understood in the target culture particularly with concept of religious beliefs, social customs, or types of food.

Example:

SL: นอนบนเตียง
BT: to sleep on bed
TL: to sleep in bed

Understanding cultural concept encourages accurate translation. The example above shows that the understanding of cultural concepts greatly helps a translator to give a correct translation. Some translators do not understand why บน (BT: on) is translated into in when used in the text นอนบนเตียง (BT: sleep on bed) because they lack concepts about the culture of the target language.

2. The source language concept is not lexicalized in the target language.

The source language concept is known in the target language, but there is no equivalent word to express it.
Example:

SL: appetizer
TL: อาหารเรียกน้ํายอย

There is no equivalent word in Thai for *appetizer* but we do understand its concept. A solution to this problem is to give related words or a paraphrase as shown above in the target language.

3. Semantic complexity of the source language

It is sometimes difficult to give an equivalent of the source language in the target language because the source language word may be semantically complex. Instead of expressing in a single word, a phrase or sentence is needed so as to give accurate translation.

Example I:

SL: อิจฉาตารอน
BT: envious eye hot
TL: feeling envious of someone who is better than you

Example II:

SL: เจ็บใจ
BT: hurt heart
TL: feeling frustrated and angry with oneself for being unable to do something successfully

(Saewong, 2004:12)

The Thai phrases in the above examples are too complicated to be translated in only a few words with the same feeling as the source language. Rather, a paraphrase is needed to convey the exact meaning.
4. Different distinctions in meaning between the source and target languages

Generally, there are a number of distinctions in meaning between the source language and the target language. The target language sometimes has more or less distinctions in meaning than the source language or vice versa.

Example:

SL: อาบน้ำ
BT: wash the body
TL: take a bath or take a shower

The English language makes a distinction between taking a bath and taking a shower while the Thai language, the phrase อาบน้ำ (BT: to wash your body) does not make this distinction. This Thai phrase อาบน้ำ is a generic word referring to any way of washing the body. In translation, it is the duty of a good translator to observe the distinctions in meaning so as to give accurate translation.

5. Lack of a general word in the target language

The target language may not have a general equivalent word to the source language. Rather, it has only a specific word and it can differ in meaning in the source language.

Example:

SL: การทําแทง
BT: intentional or unintentional ending of a pregnancy
TL: abortion / miscarriage

In Thai, there is only one general word for a spontaneous premature loss of a fetus from the womb either intentionally or unintentionally. This is not the case in English, an abortion is different in terms of the mother’s intention from a miscarriage.
6. Lack of specific words in the target language

The target language sometimes may lack a specific word to refer to a word in the source language. English has various hyponyms but in some languages, there are no equivalents.

Example I:

SL: to have breakfast, brunch / lunch / supper / dinner
TL: กินข้าว

Example II:

SL: ข้าวแดงแกงร้อน
BT: rice red curry hot
TL: the feeling of being grateful or thankful

In English, there is no equivalent word for Thai phrase, ข้าวแดงแกงร้อน (BT: rice red curry hot); therefore, a paraphrase is used to convey the accurate meaning. Also, the Thai language lacks specific words to refer to having a meal in the morning, at noon, in the evening, etc. Rather, a generic word กินข้าว (BT: to eat rice) is used to refer to an action of having a meal at all times.

7. Differences in physical or interpersonal perspective

A language may be different in physical or interpersonal perspective.

A physical perspective concerns with the relationship between people, things and places.

Example:

SL: ฉัน, เค้า, ข้า, ปุ, หนู, เรา, หม, คินัน, ข้าพเจ้า, ข้าพระพุทธเจ้า
BT: I
TL: I
The above example shows that there are various words in the Thai language being used to refer to I. Despite the same meaning, these pronouns are used on different occasions depending on the register or the level of formality or the relationship of both the message sender and the receiver.

8. Differences in expressive meaning

A word in the source and the target languages may have the same propositional meaning, but not the same expressive meaning. The translator may add an evaluative element of the expressive meaning in the form of a modifier, adverb, etc. to convey the same or almost the same meaning as the source language.

Example:

SL: สําคัญ
BT: important
TL: main, major, important, essential, necessary, quintessential

There are various words used in English to express the meaning of the word สําคัญ (BT: important) in Thai. Obviously, when a translator wishes to convey the same expressive meaning in Thai as that in English, adverbs such as uslim (BT: very) or ที่สุด (BT: most) are added.

9. Differences in form

There is no equivalent of some particular forms in the source and target languages. For example, English has prefixes such as un-, im-, in- (e.g. unseen, impossible, independence) and suffixes such as -able, -ish, -ment (e.g. believable, boyish, management) whereas Thai does not have these equivalent forms.
10. Differences in frequency and purpose of using specific forms

In English, there are changes of verb and noun forms depending on the time frame, the singular or plural form, the active or passive voice, etc. These do not exist in Thai. Problems arise when Thai translators are influenced by their first language.

Example I:

SL: เด็กผู้หญิง 1 คน
BT: girl one girl
TL: one girl

SL: เด็กผู้หญิง 2 คน
BT: girl two girl
TL: two girls

Example II:

SL: ฉันทําการบ้านอยู
BT: I do homework.
TL: I am doing my homework.

SL: ฉันทําการบ้านแล
BT: I do homework.
TL: I did my homework.

In Thai, we use the same word เด็กผู้หญิง (BT: girl) in both singular and plural forms whereas in English, an s is needed to show the plural form. In English, the tense of verbs plays an important role whereas in Thai, the verb tense does not exist.

11. Difference in the use of loan words in the source text

In translation, loan words are used when there is no equivalent in the target language; however, it is not always possible to find a loan word with the same meaning in the target language (Baker, 1992: 25). Therefore, problems in translation come up.
Example:

SL:  หนังตะลุง
BT:  movie Talung
TL:  Nang Talung, the shadow play

There is no equivalent in English for หนังตะลุง (BT: movie Talung). Consequently, a loan word is, therefore, used in this case. However, it may not be meaningful if there is no further explanation or paraphrase added to this loan word.

In short, when there is no equivalence at word level, problems in translation occur. Translators have to employ an appropriate strategy when translating the text so as to produce quality translations.

5. Related Research

The previous studies on translation strategies used in translating from Thai into English were conducted in many areas such as food, short stories, novels, spare parts, etc. However, in the field of travel and tourism, only two following papers are found.

Roekmongkhonwit (2006) conducted an analysis of Baker’s (1992) translation strategies used in a travel document from Thai into English in Jatujak Market guidebook. In his study, he found that seven translation strategies were used: translation by paraphrase using a related word (25%), translation by cultural substitution (18.75%), translation by omission (17.70%), translation by loan words or loan words plus explanation (14.58%), the translation by paraphrase using unrelated words (11.45%), translation by more general words (8.33%), and translation by more/less expressive words (4.16%). He concluded that translators of this guidebook
attempted to translate the text by using related words with near equivalents in order to maintain the meaning of the source Thai language.

Aumnuch (2004) analyzed translation strategies used in *Kinnaree* magazine by using Mona Baker’s translation strategies (1992). She found that the most frequent translation strategy used in the travel document was the translation by paraphrase using a related words (36.11%). Other strategies used were translation by more general words (16.66%), translation by cultural substitution (13.89%), translation by less expressive words (12.50%), translation by using loan words plus explanation (11.11%), and translation by paraphrase using unrelated words (6.95%). The last two strategies were translation by omission and translation by illustration (the same result 1.39%).

Besides studies on translation strategies on tourism and travel, other researchers also conducted studies on the translation strategies but on other topics. Examples are given as follows:

Kunavarote (2006) aimed to analyze translation strategies used in the five bilingual cookbooks: *Patara Fine Thai Cuisine*, *the Best of Thai Cuisine*, *Authentic Thai Food*, *Delicious Thai Cuisine*, and *Scent of Thai Food* with 197 items from 261 dish titles, edited by both Thai and foreign editors. It was found from the study that the translator used many translation strategies as follows: translation by illustration (37.66%), by literal translation (18.35%), by cultural substitution (17.97%), by adding information (9.36%), by omission (4.01%), by more specific words (3.63%), by more neutral/less expressive words (3.05%), by more general words (2.86%), by loan words or loan words plus explanation (1.91%), by metaphor (0.57%),
by paraphrase using unrelated words (0.38%), and by back translation from loan words (0.19%) respectively.

Sookprasert (2004) analyzed the strategies used in the short story *the Barter* in Thai written by Jarungkij-anant and translated into English by Rutnin (2002). The translation strategies for non-equivalent at word level proposed by Baker’s (1992) were applied as a framework to solve the problem between the source text and the target text in this research. There are three more translation strategies used which do not exist in Baker’s (1992): a more specific word, the addition of information and the addition of grammatical elements. The research found that the most frequent translation strategy used was translation by using more specific words (24.28%). The least was cultural substitution (1.43%). Other strategies used were: translation by using more general words (21.43%), by using loan words or a loan words plus explanation (14.29%), by paraphrase using unrelated words (10%), by the addition of information (8.57%), by the addition of grammatical elements (7.14%), by paraphrase using related words (5.71%), by omission (4.29%) and by more general/less expressive words (2.86%) respectively. Translating by illustration was not found in the study.

Jarumetheechon (2003) analyzed the frequency of translation strategies used in the short story *Dust underfoot*. The translation strategies categorized by Baker’s (1992) were applied as a means for the analysis. The researcher found that translation strategy of omission was the most frequently used (28.70%), followed by translation by cultural substitution (23%), by using loan words plus explanation (16.10%), and by addition (13.80%). The translation strategy by using more general words was found the least frequent (3.50%). The two strategies, translation by using additional
and more specific words, which were not mentioned in Baker’s (1992), were found in this research.

Vorajaroensri (2002) studied translation strategies used in Thai restaurant menus by finding the frequency of strategies used in each class of restaurant menus and the frequency of all strategies used in all the restaurant menus. In this study, the researcher found that there were 24 translation strategies used in the 40 restaurant menus. The first class restaurant used 17 translation strategies. The second, third and fourth classes of restaurant used 17, 17 and 18 strategies respectively. The most frequent translation strategy was cultural substitution (39.5%), followed by literal translation (25.9%) and loan words plus explanation (17.5%) whereas translation by paraphrase using related words and unrelated words were not used in this study.

In brief, this chapter provides information on the meaning of translations. Then, the process of translation is discussed, followed by translation strategies. Later, problems in translation found among students of English as a foreign language are introduced. Finally, the related research is presented.
CHAPTER 3
METHODOLOGY

This study provides information about data collection and data analysis.

Data Collection

The data of this study were obtained from an article entitled “พระที่นั่งวิมานเมฆ” (BT: Vimanmek Mansion Museum)” in Focus Bangkok magazine (September-October 2004). This magazine, distributed by Bangkok Metropolitan Authority (BMA), is a complimentary copy for foreigners, aiming to promote tourism in Thailand.

The Thai text and its English translation are shown in the appendix.

Data Analysis

The procedures in analyzing the data were as follows:

1. The Thai text and the translated into English text were analyzed.

2. The source Thai text was parsed into phrases and the target language text was parsed according to the Thai parsed parts. The division was based on the idea that each parsed Thai phrase was meaningful in itself.

Example:

Source language: ทรงกํากับออกแบบกอสราง
Back translation: control the design
Target language: under the careful watch

3. The parsed parts of both the source language and the target language were listed and analyzed to find the translation strategies being used.
3. Baker (1992) ’s eight translation strategies to deal with non-equivalence at word level were used to identify and categorize the translated text as follows:

4.1 Translation by a more general word (superordinate)
4.2 Translation by a more neutral/less expressive word
4.3 Translation by cultural substitution
4.4 Translation by using a loan word or a loan word plus an explanation
4.5 Translation by paraphrase using related words
4.6 Translation by paraphrase using unrelated words
4.7 Translation by omission
4.8 Translation by illustration

5. The frequency of all strategies was calculated in percentage by using the following formula:

\[
\frac{\text{Frequency of each type of translation strategies}}{\text{Total number of frequency of translation strategies}} \times 100
\]

6. The results of the analysis were shown in the form of tables. Plausible explanations for the translator’s use of strategies were attempted. Conclusions were drawn from the findings and suggestions were made for further studies.
CHAPTER 4
FINDINGS

In this chapter, the findings of the study are shown in percentage through tables followed by examples of each strategy being applied in the studied article.

Table 1  Frequency and percentage of each translation strategy at word level found in the article.

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of Translation Strategy</th>
<th>Total of Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Translation by omission</td>
<td>46</td>
<td>43.81%</td>
</tr>
<tr>
<td>2.</td>
<td>Translation by using more general words</td>
<td>18</td>
<td>17.14%</td>
</tr>
<tr>
<td>3.</td>
<td>Translation by using loan words</td>
<td>13</td>
<td>12.38%</td>
</tr>
<tr>
<td>4.</td>
<td>Translation by using cultural substitution</td>
<td>9</td>
<td>8.57%</td>
</tr>
<tr>
<td>5.</td>
<td>Translation by more neutral or less expressive words</td>
<td>8</td>
<td>7.62%</td>
</tr>
<tr>
<td>6.</td>
<td>Translation by paraphrase using unrelated words</td>
<td>6</td>
<td>5.72%</td>
</tr>
<tr>
<td>7.</td>
<td>Translation by paraphrase using related words</td>
<td>5</td>
<td>4.76%</td>
</tr>
<tr>
<td>8.</td>
<td>Translation by illustration</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Total 105 100%
In Table 1, seven of Baker’s translation strategies being applied in the studied article are presented. Translation by omissions was found the most frequently used (43.81%), followed by translation using more general words (17.14%), and loan words (12.38%). Meanwhile, the translation strategies by using cultural substitution, using more neutral/less expressive words, paraphrase using unrelated words, and by paraphrase using related words are at 8.57%, 7.62%, 5.72% and 4.76% respectively. The translation strategy of using illustration is not found in this article.

The analysis revealed that seven of Baker’s translation strategies were used. The strategies used were discussed, examples were provided and plausible explanations were attempted. The discussion was arranged in the order of Baker’s translation strategies from those being used the most frequent to the least frequent.
Table 2  Examples of the use of the strategy of translation by omission

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>วังสวนดุสิต</td>
<td>Palace Suan Dusit</td>
<td>Suan Dusit</td>
</tr>
<tr>
<td>2.</td>
<td>ไม้สักทอง</td>
<td>teakwood golden</td>
<td>teakwood</td>
</tr>
<tr>
<td>3.</td>
<td>โปรดเกล้าฯให้สร้างขึ้น</td>
<td>order to build</td>
<td>-</td>
</tr>
<tr>
<td>4.</td>
<td>สีเขียวเหมือนหยก</td>
<td>green like jade</td>
<td>green</td>
</tr>
<tr>
<td>5.</td>
<td>นามที่ได้รับพระ krat</td>
<td>name that</td>
<td>name</td>
</tr>
<tr>
<td></td>
<td>ราชานานาชาติ</td>
<td>received from the King</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>พระบาทสมเด็จ</td>
<td>Phrabatsomdet</td>
<td>the King</td>
</tr>
<tr>
<td></td>
<td>พระจุลจอมเกล้าเจ้าอยู่หัว</td>
<td>Phrajullajomkhao</td>
<td>Chaoyouhou</td>
</tr>
<tr>
<td>7.</td>
<td>ขอพระราชทาน ask for permission</td>
<td>ask</td>
<td></td>
</tr>
<tr>
<td></td>
<td>พระบรมราชานุญาต</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>สมเด็จพระนางเจ้า ask for permission</td>
<td>the Queen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>พระบรมราชินีนาถ Phraborom Rajineenat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>ชั้นที่สองขององค์พระที่นั่ง</td>
<td>floor second of mansion</td>
<td>the second floor</td>
</tr>
<tr>
<td>10.</td>
<td>องค์พระที่นั่งชั้นสาม</td>
<td>mansion floor third</td>
<td>the third floor</td>
</tr>
<tr>
<td>11.</td>
<td>พระที่นั่งวิมานเมฆชั้น 4</td>
<td>mansion Vimanmek floor fourth</td>
<td>the fourth floor</td>
</tr>
<tr>
<td>12.</td>
<td>ลวดลายปูนปักนิ้า</td>
<td>pattern engraved at gable</td>
<td>the engravings on the gable</td>
</tr>
<tr>
<td>13.</td>
<td>รูปตัวแอลในภาษาอังกฤษ a shape of an “L” in English</td>
<td>shape of an “L”</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>สร้างเป็นรูปสองแฉก</td>
<td>built in two perpendicular sides</td>
<td>-</td>
</tr>
<tr>
<td>15.</td>
<td>ส่วนกว้างประมาณ 15 เมตร width about 15 meters</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>ทางเดินปูด้วยปูนปักนิ้า pedestrian path</td>
<td>sidewalk with rock very big</td>
<td>pedestrian path</td>
</tr>
<tr>
<td>17.</td>
<td>ตั้งอยู่กลางเกาะ</td>
<td>stand in middle island</td>
<td>-</td>
</tr>
<tr>
<td>18.</td>
<td>คลองคาบแผ่นกระจก in the north</td>
<td>area garden Puttan in look after</td>
<td>in the north</td>
</tr>
<tr>
<td></td>
<td>สิ่งปัจจัยยังอยู่ในขณะพุกพื้น ในความดูแลของกองทัพบก of the army in the north</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>เป็นที่น่าประหลาดใจแก่ผู้คนที่น่าประหลาดใจ</td>
<td>surprising to the people especially</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>น้ำในอ่างหอย มีความสวยงามมาก</td>
<td>water in bowl jade beautiful a lot</td>
<td></td>
</tr>
</tbody>
</table>
Table 2 (continued)

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.</td>
<td>ไม่ได้เกิดจากความสกปรก หรือการไม่สะอาดของน้ำ</td>
<td>not because it’s dirty or no circulation of water</td>
<td>not because it’s dirty</td>
</tr>
<tr>
<td>21.</td>
<td>นามที่ได้รับพระราชาตาม ว่า “อ่างหยก” จึง เหมาะสมมาก</td>
<td>name that received as “bowl jade” thus suitable a lot</td>
<td>King Rama V name it “jade bowl”</td>
</tr>
<tr>
<td>22.</td>
<td>เป็นพระที่นั่งไม่ชั้นเดียว หลังยาว</td>
<td>mansion one story long which was made from wood</td>
<td></td>
</tr>
<tr>
<td>23.</td>
<td>เป็นสถาปัตยกรรมรุ่นเดียว</td>
<td>architect in the same period</td>
<td></td>
</tr>
<tr>
<td>24.</td>
<td>เป็นตราแผ่นดินที่มุขหน้า และมุขหลังของพระที่นั่ง และมุขหลังของพระที่นั่ง</td>
<td>the emblem land at the front and the back of mansion</td>
<td>in the shape of the national emblem</td>
</tr>
<tr>
<td>25.</td>
<td>ลวดลายต่าง ๆ</td>
<td>pattern of mansion</td>
<td></td>
</tr>
<tr>
<td>26.</td>
<td>อ้าไปประทับอยู่ที่พระที่นั่งอัมพรสถานเป็นการถาวร</td>
<td>move to stay at mansion Ampornsanat permanently</td>
<td>permanently</td>
</tr>
<tr>
<td>27.</td>
<td>เป็นพระวิมานที่ประทับของพระราชาสมเด็จพระเจ้าอยู่หัวจัดว่าเป็นที่นั่งของผู้มีอำนาจสูงสุดแห่งหนึ่งของแผ่นดิน</td>
<td>is heaven mansion of Prabat Somdej Prachaoyouhou is a good place highest of the kingdom</td>
<td>in the kingdom</td>
</tr>
<tr>
<td>28.</td>
<td>ณ วันที่ 23 ตุลาคม พ.ศ. 2453</td>
<td>date 23 October B.E. 2453</td>
<td></td>
</tr>
<tr>
<td>29.</td>
<td>ชีวิตความสนุกสนานที่พระราชวังดุสิตและพระที่นั่งวิมานเมฆ ก็จบลงอย่างเป็นการถาวร</td>
<td>life enjoyable at mansion Dusit and mansion Vimanmek ending permanently</td>
<td>the once exuberant place was no more</td>
</tr>
<tr>
<td>No.</td>
<td>Source Language</td>
<td>Back Translation</td>
<td>Target Language</td>
</tr>
<tr>
<td>-----</td>
<td>-----------------</td>
<td>------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>30.</td>
<td>เข้ามาด้วยใน และ</td>
<td>royal family inside and all servant</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>พระราชวังทั้งหลาย</td>
<td>have to stay in the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>จัดตั้งหลักคำบางประทับ</td>
<td>palace according to royal traditions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ในพระราชวังเคราะห์</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ตามราชประเพณี</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>31.</td>
<td>ทรงสำรวจพบว่า</td>
<td>survey find that</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>พระที่นั่งวิมานเมฆ</td>
<td>Mansion is in good condition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>วิมานเมฆยังอยู่ในสภาพดี</td>
<td>have art object and photograph</td>
<td></td>
</tr>
<tr>
<td></td>
<td>มีศิลปวัตถุ, ตลอดจน</td>
<td>from Somdej Praputthachaoluang</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ภาพถ่ายที่พระราชCU</td>
<td>decorated a lot</td>
<td></td>
</tr>
<tr>
<td></td>
<td>สมเด็จพระพุทธเจ้าหลวง</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ประดับอยู่เป็นจำนวนมาก</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>32.</td>
<td>เครื่องมือมีประณีตใน</td>
<td>silverware handicraft</td>
<td>silverware</td>
</tr>
<tr>
<td></td>
<td>แบบต่าง ๆ</td>
<td>neat in style various</td>
<td></td>
</tr>
<tr>
<td>33.</td>
<td>เครื่องลายครามนานาชนิด</td>
<td>nielloware various kind</td>
<td>nielloware</td>
</tr>
<tr>
<td>34.</td>
<td>รวมทั้งจัดเป็นห้องพระบรรทม</td>
<td>including</td>
<td>-</td>
</tr>
<tr>
<td>35.</td>
<td>เครื่องมือไม้</td>
<td>nielloware</td>
<td>-</td>
</tr>
<tr>
<td>36.</td>
<td>จัดเป็นห้องพระบรรทม</td>
<td>bracelet</td>
<td>-</td>
</tr>
<tr>
<td>37.</td>
<td>เครื่องกระเบื้อง</td>
<td>porcelain</td>
<td>-</td>
</tr>
<tr>
<td>38.</td>
<td>เจ้าสัตว์</td>
<td>horn</td>
<td>-</td>
</tr>
<tr>
<td>39.</td>
<td>เครื่องลายคราม</td>
<td>china</td>
<td>-</td>
</tr>
<tr>
<td>40.</td>
<td>เครื่องมือ</td>
<td>nielloware</td>
<td>-</td>
</tr>
<tr>
<td>41.</td>
<td>จัดเป็นห้องพระบรรทม</td>
<td>arranged in group bedroom</td>
<td>-</td>
</tr>
<tr>
<td>42.</td>
<td>จัดแสดง....</td>
<td>display...</td>
<td>-</td>
</tr>
<tr>
<td>43.</td>
<td>ค่าผ่านประตู</td>
<td>fee admission</td>
<td>-</td>
</tr>
<tr>
<td>44.</td>
<td>....พระที่นั่งวิมานเมฆ</td>
<td>Mansion Vimanmek</td>
<td>-</td>
</tr>
<tr>
<td>45.</td>
<td>การแสดงนาฏศิลป์ไทย</td>
<td>show dancing Thai</td>
<td>show</td>
</tr>
<tr>
<td>46.</td>
<td>แล้ววันหนึ่ง พระที่นั่ง</td>
<td>one day Mansion</td>
<td>Vimanmek Mansion</td>
</tr>
<tr>
<td></td>
<td>วิมานเมฆ ก็ได้กลับเป็น</td>
<td>Vimanmek is back to be</td>
<td>Museum still had</td>
</tr>
<tr>
<td></td>
<td>ราชวังตามที่มีชีวิตชีวา</td>
<td>happiness place again</td>
<td>a lot to offer</td>
</tr>
<tr>
<td></td>
<td>ซึ่งมาถึง</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>
This table shows that the strategy of translation by omission was used 46 times (43.81%). The above examples indicate that some words in the source text are omitted in the translated text. Some detailed explanation is presented as follows:

Example 1:

Source Language: วังสวนดุสิต
Back Translation: Palace Suan Dusit
Target Language: Suan Dusit

In the first example, the word *palace* in the source text is omitted in the target language. The proper name *Suan Dusit* already conveys that it refers to a palace. Therefore, the *palace* is not needed; it is redundant.

Example 2:

Source Language: โปรดเกล้าฯให้สร้างขึ้น
Back Translation: order to build
Target Language: _

In example 2, the translator omitted the whole phrase from the source language in her translation. This is probably because it is not necessary and the reader can easily understand the text without any change in meaning.

Example 3:

Source Language: นามที่ได้รับพระราชทาน
Back Translation: name that received from the King
Target Language: name

This example shows that the source text conveys the meaning of *the name given by the King*. The translator, however, used only the *name* in her translation, omitting the rest of the explanation about how the *name* comes from. The translator used the strategy of omission.
In short, the examples above show that the translator omitted some words from the source text because the omitted words do not affect the meaning of the target text as a whole.

### Table 3  Examples of the use of the strategy of translation by using more general words

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ทรงกํากับการออกแบบสรกาง</td>
<td>control the design</td>
<td>under the careful watch</td>
</tr>
<tr>
<td>2.</td>
<td>สภาพธรรมชาติของน้ํา</td>
<td>nature of water</td>
<td>natural phenomenon</td>
</tr>
<tr>
<td>3.</td>
<td>ด๎วยไมสักทองทั้งหลัง</td>
<td>with teakwood golden whole mansion</td>
<td>entirely from teakwood</td>
</tr>
<tr>
<td>4.</td>
<td>เรือนตนไม</td>
<td>house of tree</td>
<td>a green house</td>
</tr>
<tr>
<td>5.</td>
<td>ครึกครื้น</td>
<td>joyful</td>
<td>liveliest</td>
</tr>
<tr>
<td>6.</td>
<td>กอติฐิติปูน</td>
<td>brick and cement</td>
<td>concrete and rocks</td>
</tr>
<tr>
<td>7.</td>
<td>ลองกรุงเทพมาค震惊</td>
<td>cerebrate Bangkok anniversary 200 years</td>
<td>the 200th year anniversary of Thailand</td>
</tr>
<tr>
<td>8.</td>
<td>หองทรงพระอักษร</td>
<td>room study</td>
<td>the study room</td>
</tr>
<tr>
<td>9.</td>
<td>หองเสวย</td>
<td>room for eating</td>
<td>the dining room</td>
</tr>
<tr>
<td>10.</td>
<td>หองทรงงาน</td>
<td>room for working</td>
<td>the study room</td>
</tr>
<tr>
<td>11.</td>
<td>หองพระกระ</td>
<td>room for sleeping</td>
<td>the bedroom</td>
</tr>
<tr>
<td>12.</td>
<td>หองแตงพระองค</td>
<td>room for dressing</td>
<td>the dressing room</td>
</tr>
<tr>
<td>13.</td>
<td>หองสรง</td>
<td>room for taking a bath</td>
<td>the bathroom</td>
</tr>
<tr>
<td>14.</td>
<td>ในความปกครอง</td>
<td>in being govern</td>
<td>under the control</td>
</tr>
<tr>
<td>15.</td>
<td>จัดเปน</td>
<td>arrange</td>
<td>is considered</td>
</tr>
<tr>
<td>16.</td>
<td>ทางเดิน</td>
<td>side walk</td>
<td>pedestrian path</td>
</tr>
<tr>
<td>17.</td>
<td>กั้นระหวางพระที่นั่ง</td>
<td>bar between mansion</td>
<td>the two structures are separated…</td>
</tr>
<tr>
<td>18.</td>
<td>ที่ทําการของสํานักงาน</td>
<td>office of secretary</td>
<td>governmental meetings</td>
</tr>
<tr>
<td></td>
<td>เลขาธิการรัฐสภา</td>
<td>parliament</td>
<td></td>
</tr>
</tbody>
</table>
As shown in Table 3, the strategy of translation by using more general words appeared in the studied article for 18 times (17.14%). The following is an elaboration of how the strategy was possibly used by the translator.

Example 1:

Source Language: ทรงกํากับการออกแบบสร้าง
Back Translation: control the design construct
Target Language: under the careful watch

From example 1, the phrase *under the careful watch* was used. It is plausible to say that the translator wanted to convey the whole meaning of careful supervision of the construction. In fact, it gives a general meaning and covers the broad picture of the construction. The translator used the nearest equivalent word to the Thai version which is to supervise the architectural design.

Example 2:

Source Language: สภาพธรรมชาติของน้ำ
Back Translation: nature of water
Target Language: natural phenomenon

From this example, it is possible that the translator used a general phrase *natural phenomenon* in her translation instead of making a literal translation. Of course, *water* is part of the nature. Translating as *a natural phenomenon* makes the translation work sound better.
Example 3:

Source Language: ในความปกครอง
Back Translation: in being governed
Target Language: under the control

From this example, it is plausible to explain that the translator used a more general phrase to convey the idea that the mansion is under responsibility of an organization, the Ministry of Palace. The translated version, *under the control*, is a general translation conveying almost the same meaning of the source text but it gives the feeling of absolute power. This seems appropriate when it is related to the royal family.

To sum up, the translator attempted to deal with the nearest equivalence of the meaning between the source language and the target language. It is plausible to say that the translator decided to use a general word in her translation so as to give better picture of Vimanmek Mansion.
Table 4  Examples of the use of the strategy of translation by using loan words

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>พระที่นั่งวิมานเมฆ</td>
<td>Mansion Vimanmek</td>
<td>Vimanmek Mansion</td>
</tr>
<tr>
<td>2.</td>
<td>วังสวนดุสิต</td>
<td>Palace Suan Disit</td>
<td>Suan Disit</td>
</tr>
<tr>
<td>3.</td>
<td>สมเด็จพระบรมวงศ์เธอเจ้าฟ้าฯ กรมพระยาพิชิตศรีนิลจุฬาสุนทร</td>
<td>Somdet Phraboramavongthu Phraboramavongthu</td>
<td>Phraboramavongthu Phraboramavongthu</td>
</tr>
<tr>
<td>4.</td>
<td>สมเด็จพระบรมวงศ์เธอเจ้าฟ้าฯ กรมพระยาพิชิตศรีนิลจุฬาสุนทร</td>
<td>Somdet Phraboramavongthu Phraboramavongthu</td>
<td>Phraboramavongthu Phraboramavongthu</td>
</tr>
<tr>
<td>5.</td>
<td>คลองบางไผ่ริมทะเล</td>
<td>Rangnjin canal</td>
<td>Rangnjin canal</td>
</tr>
<tr>
<td>6.</td>
<td>พระที่นั่งอภิเศกจันทร์</td>
<td>Mansion Apisek Dusit</td>
<td>Apisek Dusit Mansion</td>
</tr>
<tr>
<td>7.</td>
<td>คลองสะพานกระโจม</td>
<td>Klabpankrajok canal</td>
<td>Klabpankrajok canal</td>
</tr>
<tr>
<td>8.</td>
<td>พระสวายนิยมมหาราช</td>
<td>Phra Satit Nimanakan</td>
<td>Phra Satit Nimanakan</td>
</tr>
<tr>
<td>9.</td>
<td>พระยาราชสิทธาสตรี  (ก่อนชื่อสกุล)</td>
<td>Phraya Ratcha Songkram (Kon Hongsakun)</td>
<td>Phraya Ratcha Songkram (Kon Hongsakun)</td>
</tr>
<tr>
<td>10.</td>
<td>พระที่นั่งอนันตสมาคม</td>
<td>Mansion Anantasamakom</td>
<td>Anantasamakom Mansion</td>
</tr>
<tr>
<td>11.</td>
<td>พระที่นั่งอัมพรสถิต</td>
<td>Mansion Ampornsatan</td>
<td>Ampornsatan Mansion</td>
</tr>
<tr>
<td>12.</td>
<td>ถนนราชวี</td>
<td>road Ratchwetee</td>
<td>Ratchwetee road</td>
</tr>
<tr>
<td>13.</td>
<td>กฤษดาภินิหาร</td>
<td>Kritsadapinihan</td>
<td>Kritsadapinihan</td>
</tr>
</tbody>
</table>

It can be observed from Table 4 that the translator used the strategy of translation by using loan words for 13 times (12.38%). Examples are shown below.

Example 1:

Source Language: สมเด็จพระบรมวงศ์เธอเจ้าฟ้าฯ กรมพระยาพิชิตศรีนิลจุฬาสุนทร
Back Translation: Somdet Phraboramavongthu Phraboramavongthu Narisala Nuwatiwong
Target Language: Somdet Phraboramavongthu Phraboramavongthu Narisala Nuwatiwong
Example 2:

Source Language: คลองร่องไม่หอม
Back Translation: canal Rongmaihom
Target Language: Rongmaihom canal

Example 3:

Source Language: พระสถิตินิมมานการ
Back Translation: Phra Satit Nimanakan
Target Language: Phra Satit Nimanakan

As shown in the above examples, it is plausible to say that since the translated words/ phrases are proper names in the original text. The translator had no other choice but to use the translation strategy of loan words.

In sum, some words in the source language are proper names so the translator had to maintain the same words in the target language.
Table 5 Examples of the use of the strategy of translation by cultural substitution

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>พระบาทสมเด็จ</td>
<td>Phrabatsomdet</td>
<td>King Rama V</td>
</tr>
<tr>
<td></td>
<td>พระจุลจอมเกลาเจาอยูหัว</td>
<td>PhraJuljomkhao</td>
<td>Chaoyouhou</td>
</tr>
<tr>
<td>2.</td>
<td>พ.ศ. 2444</td>
<td>B.E. 2444</td>
<td>1901</td>
</tr>
<tr>
<td>3.</td>
<td>รัตนโกสินทรศก</td>
<td>Chakri Dynasty 120</td>
<td>1902</td>
</tr>
<tr>
<td>4.</td>
<td>รัตนโกสินทรศก</td>
<td>Chakri Dynasty 122</td>
<td>1904</td>
</tr>
<tr>
<td>5.</td>
<td>สมเด็จพระพุทธเจาหลวง</td>
<td>Somdet Phraphuttachaoluang</td>
<td>King Rama V</td>
</tr>
<tr>
<td>6.</td>
<td>พ.ศ. 2525</td>
<td>B.E. 2525</td>
<td>1982</td>
</tr>
<tr>
<td>7.</td>
<td>5 ตุลาคม 2525</td>
<td>5 October 2525</td>
<td>October 5th, 1982</td>
</tr>
<tr>
<td>8.</td>
<td>9.30 -15.30 น.</td>
<td>9.30 – 15.30 hours</td>
<td>9.30 a.m. – 3.30 p.m.</td>
</tr>
<tr>
<td>9.</td>
<td>10.30 และ 14.00 น.</td>
<td>10.30 and 14.00 hours</td>
<td>10.30 a.m. – 2 p.m.</td>
</tr>
</tbody>
</table>

The use of the strategy of translation by cultural substitution has been found nine times (8.57 %). This strategy can help the target readers understand the meaning of cultural concepts by substituting the source language with equivalent meaning in the target language. Thus, translation by cultural substitution is used to make the target audience understand easily, some examples are illustrated as follows:

Example 1:

Source Language: พระบาทสมเด็จพระจุลจอมเกลาเจาอยูหัว 
Back Translation: Phrabatsomdet PhraJuljomkhao Chaoyouhou 
Target Language: King Rama V

From the above example, it is possible that the translator used King Rama V in her translation instead of using a loan word. Rama is the King’s name in an Indian epic,
Ramayana. This epic has a major influence on the Thai people and society. It is believed that all the Thai kings are reincarnations of an Indian god in Hinduism and is highly adored by the Thai people. *Rama* is, consequently, used to name the Thai kings.

Example 2:

<table>
<thead>
<tr>
<th>Source Language</th>
<th>พ.ศ. 2444</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Translation</td>
<td>B.E. 2444</td>
</tr>
<tr>
<td>Target Language</td>
<td>1901</td>
</tr>
</tbody>
</table>

Example 3:

<table>
<thead>
<tr>
<th>Source Language</th>
<th>รัตนโกสินทร์ศก 120</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Translation</td>
<td>Chakri Dynasty 120</td>
</tr>
<tr>
<td>Target Language</td>
<td>1902</td>
</tr>
</tbody>
</table>

From examples above, it is plausible to explain that the year system in Thai is different from that in English. In translation of an English text into Thai, the A.D. year is transferred into the B.E. year. Also, since the majority of the Thais are Buddhists, the B.E. system is preferred.

In short, the translator possibly used this strategy because translation by using ideas about the culture in the target language helped the readers understand the original text better.
Table 6  Examples of the use of the strategy of translation by using more neutral words or less expressive words

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>วันเริ่มต้นชีวิตใหม่ของพระที่นั่งวิมานเมฆ</td>
<td>day begin new life of Mansion Vimanmek</td>
<td>the beginning of the new Vimanmek Mansion Museum</td>
</tr>
<tr>
<td>2.</td>
<td>เสด็จสูงสวรรคาลัย</td>
<td>went to heaven</td>
<td>passed away</td>
</tr>
<tr>
<td>3.</td>
<td>ทรงพระกรุณาโปรดเกล้าฯ</td>
<td>kindly allowed</td>
<td>ordered</td>
</tr>
<tr>
<td>4.</td>
<td>พระราชฐาน</td>
<td>palace</td>
<td>home</td>
</tr>
<tr>
<td>5.</td>
<td>สมเด็จพระนางเจ้าทรงพระกรุณาโปรดเกล้าฯ พระบรมราชินีนาถ</td>
<td>Somdet Phranangchao Phraborom Rajineenat</td>
<td>Queen Sirikrit</td>
</tr>
<tr>
<td>6.</td>
<td>ท้องพระโรง</td>
<td>Hall</td>
<td>the living room</td>
</tr>
<tr>
<td>7.</td>
<td>ทรงกํากับออกแบบสร้าง</td>
<td>control design construction</td>
<td>built</td>
</tr>
<tr>
<td>8.</td>
<td>สถานที่เก็บพัสดุ</td>
<td>a storage</td>
<td>a keeping place</td>
</tr>
</tbody>
</table>

Table 6 reveals that translation by using more neutral words/ less expressive words occurred eight times (7.62 %). This strategy is used because the translator want to use less expressive words or more neutral words to convey the meaning that is nearest to that in the source language.

Example 1:

Source Language: วันเริ่มต้นชีวิตใหม่ของพระที่นั่งวิมานเมฆ
Back Translation: day begin life new of Mansion Vimanmek
Target Language: the beginning of the new Vimanmek Mansion Museum

In the above example, it is possible to explain that the source text gives the idea of starting a new life. However, the Vimanmek Mansion Museum is a place, not a living creature. The translator used the beginning to indicate that the museum has
been renovated and will reopen to the public. It is like the beginning of a new life of a human being. The translator applied the strategy of using general or less expressive words in translating this phrase.

Example 2:

<table>
<thead>
<tr>
<th>Source Language:</th>
<th>พระราชฐาน</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Translation:</td>
<td>palace</td>
</tr>
<tr>
<td>Target Language:</td>
<td>home</td>
</tr>
</tbody>
</table>

In this example, a word used with the royal family is used in the source language to convey the meaning of home. However, in the translated-into-English text, a less expressive word is used, and that is home. If it had been a word-for-word translation, it is possible that a palace could have been used.

Example 3:

<table>
<thead>
<tr>
<th>Source Language:</th>
<th>ทองพระโรง</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Translation:</td>
<td>throne hall</td>
</tr>
<tr>
<td>Target Language:</td>
<td>the living room</td>
</tr>
</tbody>
</table>

The translator used the less expressive word the living room to transfer its meaning in the target language instead of using the throne hall. It is plausible to say that the translator would prefer her translation to be simple.

To sum up, it is plausible to explain that the translator used the strategy of translation by using more neutral or less expressive words because she wanted the translated text to be simple and easy to follow.
Table 7  Examples of the use of the strategy of translation by paraphrase using unrelated words

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>บําเพ็ญพระราชกุศล</td>
<td>made merits</td>
<td>paid tribute and homage</td>
</tr>
<tr>
<td>2.</td>
<td>มีน้ําลํอมรอบ</td>
<td>having water</td>
<td>surrounded by canals on four sides</td>
</tr>
<tr>
<td></td>
<td></td>
<td>surround</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>ตราแผนดิน</td>
<td>logo of the land</td>
<td>the shape of the national emblem</td>
</tr>
<tr>
<td>4.</td>
<td>ตลอดจนจัดตกแตง</td>
<td>including decoration</td>
<td>several rooms were on display</td>
</tr>
<tr>
<td>5.</td>
<td>เคยทรงในอดีตสมัย</td>
<td>ever stay in the past</td>
<td>still living in them</td>
</tr>
<tr>
<td></td>
<td></td>
<td>display</td>
<td></td>
</tr>
</tbody>
</table>

Table 7 shows that the strategy of translation by paraphrase using unrelated words was used for six times (5.72 %). It is plausible that this strategy is used when the translator wanted to give a detailed picture in the target language to make the original meaning clearer. Some explanations are given as follows:

Example 1:

Source Language: บําเพ็ญพระราชกุศล
Back Translation: made merits
Target Language: paid tribute and homage

As shown in example 1, the paraphrase strategy is used. It is plausible to explain that in the translated text, a clearer explanation is given to make the audience visualize the picture of how Buddhists feel towards their belief in Buddhism.
In general, they will pay tribute and high respect to the monks, followers of the Lord Buddha.
Example 2:

Source Language: ตลอดจนจัดตกแต่ง
Back Translation: including decoration
Target Language: several rooms were on displayed

From this example, it is plausible to say that the translator tried to explain that
the rooms in Vimanmek Mansion were on display. When some places are displayed
or open to the public, obviously they have already been beautifully decorated.
The translator used the verb *display* with some explanation instead of using *decorate*
which was a word-for-word translation.

In summary, the examples show that the strategy of translation by paraphrase
using unrelated words was used to elaborate the meaning of a word so as to give
a better picture and understanding.
Table 8  Examples of the use of the strategy of translation by paraphrase using related words.

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Back Translation</th>
<th>Target Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ที่ประทับ</td>
<td>residence</td>
<td>the Royal resting area</td>
</tr>
<tr>
<td>2</td>
<td>นายงานก่อสร้าง</td>
<td>foreman</td>
<td>construction chief</td>
</tr>
<tr>
<td>3.</td>
<td>เรือนไม้ทั้งหมด</td>
<td>house wood all</td>
<td>the rest were built from wood</td>
</tr>
<tr>
<td>4.</td>
<td>พระที่นั่งวิมานเมฆ</td>
<td>Mansion Vimanmek</td>
<td>Vimanmek Mansion Museum</td>
</tr>
<tr>
<td>5.</td>
<td>เครื่องของเล่นขนาดเล็ก</td>
<td>toys size small</td>
<td>miniature toys</td>
</tr>
</tbody>
</table>

Table 8 shows that the translator used the translation strategy by paraphrase using related words for five times (4.76 %). Some explanations are as follows:

Example 1:

Source Language: ที่ประทับ
Back Translation: residence
Target Language: the royal resting area

In the target language, the translator uses the royal resting area to convey the meaning of a residence. The word residence is an umbrella word for accommodation such as a bungalow, a cottage, a villa, etc. It is plausible that the translator wanted to tell the audience that this was not a place where the King used as a permanent resident. In the source text, the royal term is used to convey the meaning of a home. In translation, the translator used the strategy of paraphrasing using related words to allow readers to better follow text. Therefore, the royal resting area was used.
Example 2:

Source Language: นายงานก่อสร้าง
Back Translation: foreman
Target Language: construction chief

In example 2, the translator used *construction chief* instead of *foreman*. It is plausible that the translator wanted to clearly explain the job or responsibility of this person. The paraphrased phrase gives a clearer picture than the word *foreman* particularly to non-native speakers of English.

To sum up, this strategy was used when it is difficult to find an exact equivalent. The translator, therefore, reworded the statement using related or similar words to make it easier to understand and the translated version still had a similar meaning.

Observing from the comprehensive analysis of the studied article, Vimanmek Mansion, it can be concluded that the findings revealed that the translator used various translation strategies to make the readers easier understand the text by surveying from culture, language structure and semantic field. Most Baker’s strategies (1992) were used; however, the strategy of translation by illustration was not applied in this article. The highest frequency strategy of translation used was omission (43.81%) and the lowest was paraphrase using related words (4.76%).
In this chapter, a summary of the study and discussion of the findings are presented. Then the application and suggestions for further studies are provided.

Conclusion

This study was an attempt to apply Baker’s (1992) theoretical framework of translation strategies with concentration on non-equivalence at word level in analyzing a tourism article entitled พระที่นั่งวิมานแม่น (TL: Vimanmek Mansion Museum) from Thai into English in *Focus Bangkok*. The research aimed to find the frequency of each translation strategy used in the studied article. Plausible explanations for the strategies used in translating the text were attempted.

The first objective of this study was to identify translation strategies used in translating a text from Thai into English in a magazine entitled *Focus Bangkok*. The study revealed that, there were seven strategies employed to translate the text: translation by the use of more general words, the use of more neutral/less expressive words, cultural substitution, loan words/loan words plus explanation, paraphrase using related words, paraphrase using unrelated words, and omission. However, the strategy of translation by illustration was not found.

The second objective is to study the frequency of translation strategies being used in the sampled article. The results showed that the most frequently used strategy was translation by omission (43.81%), followed by using more general words (17.14%), and by using loan words (12.38%). The strategy of translation by cultural
substitution was found to be the fourth frequently used (8.57%). The rest were translation by using more neutral/ less expressive words (7.62%), paraphrase using unrelated words (5.72%), and paraphrase using related words (4.76%) respectively.

The last objective of this study is to give plausible explanations for the strategies that the translator used in translating the text.

It can be concluded that the translator of this studied article applied various strategies in translating. This is because the article involves detailed information specific architectural data and various technical words. To get a quality translation, this is not an easy work.

Discussion

The results of the study showed that the source and target languages caused some non-equivalence in translating, and translators had to find appropriate translation strategies to overcome translation problems and to present a good translation work.

As elaborated, seven translation strategies were found being applied by the translator, ranging from the omission strategy which was used at the highest frequency (43.8%), to the strategy of translation by paraphrase using related words, being used at the lowest frequency (4.76%). The results of this study both support and do not support the findings of the previous studies.

The strategy of omission was used with a major purpose of avoiding repetition usage. Redundancy in word choice was, therefore, omitted to enhance the beauty of the translated work. The findings of this study are similar to those of Jarumaneechon (2003). Jarumaneechon also found that the omission strategy was used at the highest frequency at 28.7%. Also, Duangloy (2006) found that this strategy was used most
frequently at 37.38%. On the contrary, Sookprasert (2004), and Saewong (2004) reported that the omission strategy was used almost at the lowest frequency.

Meanwhile, the strategy of translation by using more general words in translation was found to be the easiest way to solve the problem of lacking an equivalent in the target language when compared with the source language. The researcher found that this strategy was used at the second frequency (17.14%) and that the result of her study coincides with Sookprasert’s (2004). Sookprasert also found in her study in that this specific strategy was used second frequently (21.43%).

With respect to the strategy of translation by using loan words or loan words plus explanation, this strategy was used when dealing with a culture-specific item, or a conceptual word. The results of this study revealed that the strategy of translation by using loan words, or loan words plus explanation was the third frequently used (12.38%). This is the same as the findings of Jarumetheechoom (2003) and Sookprasert (2004). They also found from their studies that the loan words strategy was ranked at the third frequency at 16.10% and 14.29% respectively. Interestingly, Saewong (2004) found that this particular strategy was at the highest frequency (31.60%).

The strategy of translation by cultural substitution was found being used when there were no similar propositional meanings in the source language. The translator used this strategy to make their audience understand the target language easily by replacing a culture specific word or expression in the source text with a target language item. This study revealed that the strategy of cultural substitution was used at the fourth frequency (8.57%) while the research of Jarumetheechoom (2003) showed that this strategy was the second frequently used (23%). On the contrary, Saewong (2004) and Sookprasert (2004) found that this strategy was the least frequently used at 1.70% and 1.43% respectively.
As per the strategy of translation using more neutral or less expressive words, this was applied when the translator could not find the exact meaning in the target text. Therefore, the target words were replaced with a near or direct equivalent in both less expressive and more formal meaning. Surprisingly, while the strategy of translation by using more neutral or less expressive words was found the fifth frequently used in this study (7.62%), the works of Saewong (2004) and Sookprasert (2004) were found the second (25%) and second to the lowest frequency (2.86%) respectively.

Dealing with the strategy of translation by paraphrase using unrelated words, it was used when the original language was not lexicalized at all in the target text. The translator had to translate from the source text by using unrelated words that their audience was familiar with. This strategy was ranked sixth in term of frequency in this study (5.72%). Both Saewong (2004) and Sookprasert (2004) reported that the strategy of paraphrasing using unrelated words was ranked fourth in terms of frequency at the same percentage of 10. Jarumetheechom (2003), however, found that it was ranked sixth at 4.60%.

Lastly, the strategy of translation by paraphrase using related words was used when the translator wanted to show her ability in word choice and to avoid repetitions. The studies of three researchers namely Saewong (2004), Sookprasert (2004), and the researcher of this study herself found that the strategy of translation by paraphrase using related words was the least frequently employed at 3.30%, 5.71%, and 4.76% respectively.
In conclusion, the researcher found from her study that the translator of the article Vimanmek Mansion Museum used the strategy of translation by omission the most frequent and the strategy of translation by paraphrase using related words the least frequent. However, the illustration strategy was not found.

**Application:**

It is recommended that translators of magazine articles apply the findings as guidelines to improve the quality of their works. The results of this study can be used as guidelines in translation when facing similar problems and difficulties. In addition, editors of magazines and teachers can also use translation strategies to check the translation quality of writers and students. The findings also help teachers to make students aware of the difference between the source language and the target language when translating a text.

**Limitation of the Study**

This research applied only Baker’s (1992) translation strategies of non-equivalence at the word level and focused only on one article in *Focus Bangkok*. The results of this study with other data using other strategies may be different.
Recommendations for Further Studies

1. In this study, only one article on tourism was analyzed. Therefore, other articles on tourism in the same or different magazine should be analyzed in order to determine whether the frequency of the strategies used in translation is different from the results presented above.

2. It would be interesting to study other translating works of the same author to observe if the strategies used in translation will remain the same.

3. This translation analysis emphasized only at the word level according to Baker’s (1992) classification. It is interesting to analyze other levels such as grammatical, textual and pragmatic.

4. There should be a translation analysis in other disciplines such as novels, short stories, business, articles in newspaper, etc.
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The First Paragraph

Vimanmek Mansion

Vimanmek Mansion was built in Suan Dusit By Somdet Phra Borammavong Thur Chaofah Klom Phrayanarisala Nuwatiwong under the careful watch of King Rama V. This mansion was built entirely from teakwood in a shape of an “L”. One side is parallel to south of jade bowl and the other is parallel to the east of the Rongmaihom canal. It is three stories high with each side measuring 60 meters long. The royal resting area called “octagonal” is four stories high. The first floor was built from concrete and rocks and the rest were built from wood. This 31 rooms mansion measures 35 meters in length and 20 meters in height. The side of this building that is next to Rangjni canal is a green house and within this is a water fountain. One of the stadiums is adjacent to Apisek Dusit Mansion with pedestrian path to the mansion. And the other south side stadium is located around the royal resting-place with a veranda extending towards the jade bowl.
The Second Paragraph

พระที่นั่งวิมานเมฆตั้งอยู่กลางเกาะเมฆคลุมกับตั้งอยู่กลางเกาะมีน้ำล้อมรอบพระที่นั่งวิมานเมฆ พระที่นั่งวิมานเมฆตั้งด้านเหนือ ด้านตะวันออก ด้านตะวันตก และด้านใต้ มีคลองเรียงกันกั้นกลางพระที่นั่งวิมานเมฆ มีคลองเรียงกันตามทิศละ ซึ่งเป็นจุดย้ำย่อยในเขตสวนพุฒาธรรม พระที่นั่งวิมานเมฆตั้งอยู่กลางเกาะมีน้ำล้อมรอบ โดยเฉพาะอย่างยิ่งน้ำในอ่างหยกมีความสวยงามมาก ซึ่งสินสิ้นนี้ไม่ได้เกิดจากความสะอาด หรือการไม่ปล่อยของน้ำ หากแต่เกิดจากสภาพธรรมชาติของน้ำ ในอ่างนั้นเองเป็นต้นเหตุ ดังนั้นนามที่ได้รับพระราชทานว่า “อ่างหยก” จึงเหมาะสมอย่างมาก เมื่อทรงพระกรุณาโปรดเกล้าฯ ให้สร้างพระที่นั่งวิมานเมฆขึ้นในวัง ณ วังสวนดุสิตนั้น นายช่างฝีมือใช้เวลาจัดทำการก่อสร้างอยู่ไม่นานก็แล้วเสร็จ ซึ่งเริ่มตั้งแต่ต้นเดือนเมษายน เมื่อปลายเดือนมีนาคม พ.ศ. 2443 มาแล้วเสร็จในเดือนมีนาคม พ.ศ. 2444 รวมเวลาทั้งสิ้น 7 เดือน

Vimanmek Mansion is surrounded by canals on four sides; Rongmaihome canal on the east side, Rangnjin canal on the west side, jade bowl on the south side and Klab Pankajok canal in the north side. The water in these canals is green not because it is dirty but due to a natural phenomenon. That is why King Rama V named it “jade bowl”. The mansion took seven months to build and officially opened on March 1901

The Third Paragraph

ในเวลาเดียวกันที่การก่อสร้างพระที่นั่งวิมานเมฆกำลังดำเนินการอยู่นั้น พระบาทสมเด็จพระจุลจอมเกล้าเจ้าอยู่หัวได้ทรงพระกรุณาโปรดเกล้าฯ ให้สร้างพระที่นั่งอภิเศกดุสิตสำหรับวังสวนดุสิต พระราชทานซึ่งพระที่นั่งอภิเศกดุสิตเป็นพระที่นั่งไม่ชั้นเดียวหลังยาว อยู่ตรงหน้าพระที่นั่งวิมานเมฆทางทิศตะวันออก ก็คลองเรียงกันกั้นระหว่างพระที่นั่งทั้งสององค์อยู่ สภาพลักษณะของแบบปัจจุบันในพระที่นั่งอภิเศกดุสิตมันค่อนข้างจะแยกเป็น 2 ชั้น ที่มีพระราชวังสวนดุสิต (ก่อน หลวงภูริ) เป็นมาของก่อสร้างชั้นเดียวกับพระที่นั่งวิมานเมฆ โดยเริ่มจัดทำทั้งชั้นเดียวมีฐาน周刊 ณ ศิลปกรรมศิลปะ 120 เป็นเดือนมาแล้วเสร็จเมื่อประมาณปลายยุคกรุงศิลปะศก 122

During the building of Vimanmek Mansion Museum, King Rama V also ordered the building of Apisek Dusit Mansion which was made from wood. Located on the East side of Vimanmek Mansion Museum, the two structures are separated by Rongmaihome canal. The architect was Phra Satit Nimmanakan and the chief construction was Phraya Ratcha Songklam (Kon Hongsakun). This mansion was built from June 1902 and finished the end of 1904.
The Fourth Paragraph

พระที่นั่งอภิเศกสุนันต์นั้น เป็นสถาปัตยกรรมรุ่นเดียวกันพระที่นั่งวิมานเมฆ คือเป็นอาคารไม้ที่ได้รับ
แบบอ้างอิงจากโครงสร้างแบบตะวันตก โดยผลิตจากกุลสิทธิ์ แต่ยังคงมีลวดลายอย่างที่เรียกว่า "ขนมปังชิง" (ginger-bread) องค์พระที่นั่งอภิเศกสุนันต์นั้นมีขนาดเล็ก แต่ยังคงมีลวดลายที่สวยงามเริ่มตั้งแต่พื้นถึงฝีมือลูก
ลายไม้ต่าง ๆ ตกแต่งบานประตูที่บ้าน ยังมีความเด่นที่มุขหน้า และมุขหลังของพระที่นั่ง เหมาะสำหรับกระจาย
อิ่มเอื้อและเครื่องตกแต่ง ของพระที่นั่ง ทั้งแล้วแต่เป็นลวดลายที่พักนั่งเกิด วัสดุที่ใช้ในการตกแต่ง
ค่อนข้างจะมีอยู่ในความเป็นทางการของส่านพระราชาภิรมย์ที่ตั้งต้น

Apisek Dusit Mansion was built with a western flare with beautiful engraving called
“ginger bread”. The mansion is small in size but with intricate designs from the engravings
on the gable in the shape of the national emblem to the colored glass windows. When
Anantasamakom Mansion was used to governmental meetings, this Apisek Dusit Mansion
was used as a Ministry of Secretarial Government. When this Ministry of Secretarial
Government was moved the mansion was under the control of the Ministry of Palace.

The Fifth Paragraph

พระที่นั่งวิมานเมฆนั้นเป็นพระราชฐานที่พระที่นั่งวิมานเมฆจึงอาจว่า ได้ประทับอยู่ด้วย
ความเป็นอยู่เป็นที่ที่อยู่พระราชาภิรมย์ ตราบจนกระทั่งพระที่นั่งอภิเศกสุนันต์
นั้นก่อสร้างเสร็จเรียบร้อย พระบาทสมเด็จพระจุลจอมเกล้าเจ้าอยู่หัวจึงย้ายไปประทับอยู่ที่พระที่นั่ง
อภิเศกสุนันต์เป็นการถาวร

Vimanmek Mansion Museum used to be home for King Rama V until Ampornsitsathan
Mansion within Suan Dusit Palace was completed as the King permanently moved in.
The Sixth Paragraph

พระที่นั่งวิมานเมฆเคยครึกครื้นด้วยสรรพสิ่งต่าง ๆ เป็นพระที่นั่งที่ประทับของพระบาทสมเด็จพระเจ้าอยู่หัว จัดว่าเป็นมงคลสถานสูงสุดแห่งหนึ่งของแผ่นดิน เมื่อสมเด็จพระพุทธเจ้าอยู่หัวสวรรคต ณ วันที่ 23 ตุลาคม พ.ศ. 2453 ข้าวความสมบูรณ์ที่พระราชาภูมิสิ้นสุด และพระที่นั่งวิมานเมฆถูกจัดเป็นพระราชฐานที่ประทับของเจ้าชายพระองค์ที่อยู่ในพระบรมราชานุสาวรีย์ ที่พระราชาภูมิสิ้นสุดเมื่อสมเด็จพระพุทธเจ้าอยู่หัวสวรรคต

Vimanmek Mansion Museum once used to be the liveliest place in the kingdom but once King Rama V passed away the once exuberant place was no more. No other kings moved into this mansion and it remained a keeping place of royal belongings. What was left were lasting memories of this once lively mansion.

The Seventh Paragraph

In 1982, the 200th year anniversary of Thailand, Queen Sirikrit saw that Vimanmek Mansion Museum still had a lot to offer so H.M. asked the King Rama IX to renovate this place. And so the rebuilding began to make this place a museum for King Rama V. The building was painted and the electric lines were newly laid down.
The Eighth Paragraph

เมื่อจัดซ่อมพระที่นั่งวิมานเมฆเสร็จเรียบร้อย สมเด็จพระนางเจ้าพระบรมราชินีนาถ ได้ทรงพระกรุณาโปรดเกล้าฯ ให้จัดพิธีบูชาเพื่อพระราชกุศลทักษิณานุประทาน ว่าพระบาทสมเด็จพระจุลจอมเกล้าเจ้าอยู่หัว เมื่อวันที่ 5 ตุลาคม พ.ศ. 2525 วันนั้นเอง จึงนับว่าเป็นวันเริ่มต้นของวิมานอิสระที่นำมาที่นั่งวิมานเมฆ

Once the renovation was completed, the Queen paid tribute and homage to King Rama V on October 5th, 1982 and this day marked the beginning of the new Vimannak Mansion Museum.

The Ninth Paragraph

ที่ชั้นสองขององค์พระที่นั่งเหนือชั้นต่ำนั้น จัดแสดงเครื่องเงินฝิ่นประณีตในแบบต่าง ๆ เครื่องลายครามนานาชนิด รวมถึงชุด จ.ป.ร. ที่สวยงาม เครื่องปั้นปีก พระราชรถ เครื่องระเบียง ตลอดจนงาช้างและเขาสัตว์ที่ทรงสะสมไว้

The second floor held silverware, porcelain, nielloware, and elephant tusks exhibition. All these priceless items were once a part of King Rama V’s processions.

The Tenth Paragraph

ส่วนองค์พระที่นั่งชั้นสาม ได้จัดแสดงเครื่องแก้วเจียระไน เครื่องบูชารงครอง เครื่องของเล่นขนาดเล็ก เครื่องลายคราม เครื่องปั้น ตลอดจนจัดแสดงท้องพระโรง ห้องทรงพระอักษร ห้องสวย และหมู่ห้องไทยไว้อย่างพร้อมเพียร

On the third floor, is an exhibition of glassware, Benjarong dishes and miniature toys. Several rooms were on display like the living room, study room, dining room.
The Eleventh Paragraph

พระที่นั่งวิมานเมฆชั้นสี่ ชั้นบนสุดนั้น จัดเป็นห้องพระบรรทม ประกอบด้วยห้องสำหรับพระสิ้น 4 ห้องคือ ห้องทรงงาน ห้องพระบรรทม ห้องแต่งพระองค์ และห้องสรง ทุก ๆ ห้อง ได้จัดแสดงเครื่องใช้ส่วนพระองค์ ที่พระบาทสมเด็จพระจุลจอมเกล้าเจ้าอยู่หัว ได้เคยทรงในอดีตสมัย

On the fourth floor, there are four significant rooms that were on exhibit, the study room, the bedroom, the dressing and the bathroom. In these rooms, many of the items the King once used were placed as if he was still living in them.

The Twelfth Paragraph

พระที่นั่งวิมานเมฆ จัดเป็นพระที่นั่งไม้สักทองที่ใหญ่ที่สุดในโลก ตั้งอยู่บนถนนราชวิถี กับถนนราชสีมา เบื้องหน้า ในเวลา 09.30 – 15.30 น. ค่าผ่านประตูผู้ใหญ่ 50 บาท นักเรียนนักศึกษา 20 บาท โทร. 0-2282-8683, 0-2281-4715 สถานที่จอดรถอยู่ภายในบริเวณพระที่นั่งวิมานเมฆ การแสดง นาฏศิลปไทย “กฤษดาภินิหาร” ทุกวัน ๆ และ 2 รอบเวลา 10.30 น. และ 14.00 น.

Vimanmek Mansion Museum is considered one of largest gold teak wood structure in the world. It located on Ratchawetee Road and Ratchasima Road. It is opened everyday from 9.30 am. to 3.30 pm. Baht 50 for adults, Baht 20 for students. Tel. 0-2282-8683, 0-2281-4715. Parking is available on premise. Show “Kritsadapinihan” is on everyday at 10.30 am. and 2 pm.
VITAE
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Name: Mrs. Chittsopha Khongbumpen

Date of birth: December 28, 1962

Place of birth: Bangkok, Thailand

Address: 44/39 Wuthakas Road, Bangkhor, Jomthong, Bangkok 10150

Education Background:

1980 High School Diploma, Suksanari School

1986 Bachelor of Business Administration (Public Relations)
Ramkhamhaeng University

1993 Certificate (Basic Guide Course)
Chulalongkorn University and Tourism Authority of Thailand

2002 Graduate Diploma of Teaching Profession
Suan Dusit Rajabhat University

2003 Certificate (English for Language Teachers)
Sukhothai Thammathirat Open University

2006 Bachelor of Arts (English), Ramkhamhaeng University

2007 Master of Arts (English), Srinakharinwirot University