

STRATEGIES FOR TRANSLATING THE NAMES
OF VEHICLE SPARE PARTS IN THAILAND

MASTER'S PROJECT

BY

MISS WANPEN POOMMARIN

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The purposes of the research were to analyze and compare translation strategies in four car manuals: Isuzu, Toyota, BMW and Mercedes. The originals and the translated versions were analyzed at the word level. Then, the translation strategies (Baker 1992) to translate from English into Thai were identified. The findings revealed that 30 strategies were employed, but the major strategies were using a loan word/loan words (24.10%), metaphor (15.40%), omission (10.09%), adding information (9.52%), function description (6.16%), material description (1.96%), position description (1.68%), shape description (0.28%). The results showed that translation by using a loan word/loan words was a major strategy used in all four car manuals.

กลยุทธ์การแปลคำศัพท์อะไหล่รถยนต์ในประเทศไทย

บทคัดย่อ

ของ

นางสาววันเพ็ญ ภูมิรินทร์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
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การวิจัยนี้มีจุดประสงค์วิเคราะห์กลยุทธ์การแปลระดับคำโดยอ้างอิงถึงทฤษฎีของ Baker (1992) ชั้นแรกนำคำศัพท์อะไหล่รถยนต์ทั้ง 4 คำ จำนวน 200 คำ จากคู่มือรถอีซูซุ, โตโยต้า, บีเอ็มดับเบิลยู และเมอซีเดสเบนซ์ ทั้งฉบับภาษาไทยและภาษาอังกฤษมาเทียบและระบุกลยุทธ์ที่ใช้ในการแปล จากการศึกษาพบว่ากลยุทธ์ที่ใช้ในการแปลมี 30 กลยุทธ์ แต่สามารถจำแนกเป็นกลยุทธ์หลักได้ 8 กลยุทธ์ คือ คำทับศัพท์ (24.10%), คำเปรียบเทียบ (15.40%), การละไม่แปลคำ (10.09%), การเพิ่มคำ (9.52%), การอธิบายหน้าที่การใช้งาน (6.16%), การอธิบายวัสดุที่ใช้ (1.96%), การอธิบายตำแหน่ง (1.68%), และการอธิบายรูปทรง (0.28%) จากผลของการวิจัยสามารถสรุปได้ว่าคำทับศัพท์เป็นกลยุทธ์การแปลที่ใช้มากที่สุดในคำยรถยนต์ทั้งสี่ค่าย

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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 at Srinakharinwirot University.

Advisor of the Master's Project

.....
(Assistant Professor Tipa Thep-Ackrapong)

Chair of the Master of Arts Degree in English

.....
(Assistant Professor Tipa Thep-Ackrapong)

Oral Defense Committee

..... Chair
(Assistant Professor Tipa Thep-Ackrapong)

..... Reader
(Dr. Nitaya Suksaeresup)

..... Reader
(Mr. Martin Grose)

This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts Degree in English at Srinakharinwirot University.

..... Dean of the Faculty of Humanities
(Associate Professor Supha Panjaroen)

October....., 2005

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TABLE OF CONTENTS

| Chapter | Page |
|---|------|
| 1 INTRODUCTION..... | 1 |
| Background..... | 1 |
| Objectives of the study..... | 2 |
| Significance of the study..... | 2 |
| Scope of the study..... | 3 |
| 2 REVIEW OF THE RELATED LITERATURE..... | 4 |
| Translation process..... | 4 |
| Translation problems..... | 7 |
| Translation strategies..... | 13 |
| Previous research..... | 17 |
| 3 METHODOLOGY..... | 19 |
| 4 FINDINGS | 24 |
| 5 CONCLUSION AND DISCUSSION..... | 68 |
| REFERENCES..... | 73 |
| APPENDIX..... | 76 |
| VITA..... | 108 |

LIST OF TABLES

| Table | Page |
|---|------|
| 1 Strategies found in translating 200 vehicle part terms..... | 25 |
| 2 The major translation strategies used in vehicle manuals..... | 51 |
| 3 The frequency of translation strategies found in each car make..... | 57 |

Chapter 1

Introduction

1.1. Background

Non-equivalence at word level is an important problem in translation because usually a word in a language has no exact equivalence in another. Therefore, the translators try to find the closest equivalence in the target language. For instance, the word *speaker* of the House of Commons in Britain means an independent person who has authority and order in the Parliament. It has no equivalence to a word in many languages. One strategy used is to translate it with the closest cultural concept in the target language. Therefore, it is often translated into Russian as *chairman*. Although *chairman* does not have the same meaning as it does in English, it is familiar to Russian readers and provides the best cultural substitute (Baker, 1992: 21).

Translation plays an important role in the vehicle industry in Thailand, where Toyota, Isuzu, Mercedes and BMW cars are popular. Toyota and Isuzu have headquarters in Asia and have a high sales volume in Thailand. Both Mercedes and BMW have headquarters in Europe, and their vehicles are popular among upper-class Thai people in Thailand.

Translators try to solve the problems arising from non-equivalence in translating spare parts of vehicles. Vehicle part vocabularies need translating because most of the technical terms are in English. However, there is confusion and problems in translating. For example, the word *filter* is translated in Thai as *ฟิลเตอร์* (a loan word) or *ไส้กรอง* (filtering intestine).

Strategies for translating English vehicle terms into Thai are varied. It is obvious that strategies to cope with translation problems are not standardized.

It is interesting and beneficial to study translating vehicle spare parts into Thai. Therefore, this research aimed to analyze translation strategies used in the translated vehicle terms so that the research results may enhance the standardization of translated vehicle terms in Thailand.

1.2. Objectives of the study

The objectives of the study were as follows:

1. To analyze the frequency of each strategy used in translating spare parts in Isuzu, Toyota, Mercedes and BMW manuals.
2. To compare and contrast translating strategies of vehicle terms used in Isuzu, Toyota, Mercedes and BMW manuals.

1.3. Significance of the study

The results of the study will be beneficial as follows:

1. They can guide translators to translate vehicle spare parts appropriately.
2. They can guide teachers who teach technical translation how to translate technical terms from English into Thai.
3. They can be applied to the translation classroom to help students in translating a specialized subject.
4. They can be used as guidelines for translators to solve translation problems.

5. They are guidelines to standardize strategies in translating vehicle spare parts because Thailand aspires to be a hub of the automobile industry in Southeast Asia, and it needs standard translated terms for vehicle parts.

1.4. Scope of the study

In this study, the translated vehicle terms in Isuzu, Toyota, Mercedes and BMW manuals in both English and Thai versions were included. Naksakul's (1998) phonetics was applied in describing sounds of translated vehicle terms. Intonation marks do not included because English does not show them.

To sum up, the background presented strategies to cope with translation problems which were not standardized, so the objectives of the study were to analyze the frequency of each strategy used in translating spare parts in Isuzu, Toyota, Mercedes and BMW manuals and to compare translating strategies of vehicle terms used in them. Then, the significance of the study and the scope of the study were included.

Chapter 2

Review of the Related Literature

This review of related literature focuses on four major areas: the translation process, translation problems, translation strategies and the previous research. Firstly, the translation process is reviewed. Secondly, translation problems are discussed. Then, translation strategies to deal with the translation problems are presented. Finally, previous research is presented.

1. Translation process

Newmark (1982: 38-56) proposes two appropriate ways of translation: first, communicative (free) translation and second, semantic (literal) translation. These differ on the importance given to message and meaning, readers and writers, utterance and thought-processes, and so on. For example, the communicative translation attempts to produce the closest effect on the target audience. On the contrary, semantic translation attempts to reproduce the exact contextual meaning of the source language as closely as the semantic and syntactic structures of the target language will allow the semantic translation. Newmark proposes communicative and semantic translation because translators can deal with the translation problems exposed by varieties of linguistic aspect, grammatical aspect and lexical meaning. Moreover, Newmark (1982: 144) and Nida (cited in Lorsch, 1991:14-15) suggest that the translation process has three basic steps. First, translators interpret and analyze the source language text by considering the background knowledge, the author's purpose, and two aspects (syntactic and semantic). Second, translators translate the text

directly, based on corresponding syntactic structures of the source and target languages and transfer the nearest equivalence or equivalent expression of the source language to the target audience. Finally, they adjust and restructure the text according to the writer's intention, the reader's expectation, the target language's norm, etc.

Saibua (1998: 21-62) proposes four main stages of the translation process: studying the original text, analyzing the original meaning, transferring the original meaning to the target audience, and assessing the translation. Firstly, translators have to study and understand the content, the ideas, the connotative meaning, the writer's objectives, and the tone. Secondly, the original meaning is analysed. Then, the translators assess the readers and choose the way of translating such as literal translation and free translation to keep the original meaning. Finally, the translated text is examined as to whether the readers can understand the meaning, the style of the writing and language, and the register of the text, and the translators adjust the translated version accordingly.

According to Larson (1998: 169-203), there are three matters for translators to consider in providing adequate lexical equivalents. First, concepts are shared in the target language. Second, concepts are unknown in the target language. Third, key terms are important to the content and need special attention. Therefore, these situations are the ways for translators to make many adjustments in the process of translation.

Moreover, Larson (1998: 519-547) discusses the translation process, which is analyzed into the semantic structure of an equivalent target language. There are eight steps of translating: (1) preparation, (2) analysis, (3) transfer, (4) initial draft, (5) reworking the

initial draft, (6) testing the translation, (7) polishing the translation, and (8) preparing the manuscript for the publisher. First, in preparation, translators should study the writing, cultural and linguistic aspects in the target language so that they understand the characteristics of the receptor's language before analyzing the text in the next step. Second, in analysis, the text is identified and analyzed for rewriting into the semantic structure in the source language. Third, transfer means moving the semantic structure analysis to the initial draft of translation, and the translators have to produce and adjust the lexical equivalence for the target language. Fourth, the initial draft is composed as naturally as possible without looking at the semantic rewriting or source language, and the translators can check the missing information later. Fifth, rewriting the initial draft is to check for naturalness and accuracy of grammatical and meaning aspects, so translators may rewrite many times before the final draft. Sixth, testing the translation is important because the translated text is judged for its quality by other people. The translated text needs testing for accurate, clear, and natural aspects. Other people can read the translation in several ways, such as by comparison with the source text, back-translation into the source language, and so on. Then, translators improve and adjust the translation that is revised after testing. Finally, the complete translation is ready for the publisher.

Alternatively, Thep-ackarapong (2004: 5-50) divides the translation process into three parts: the writing of the original text, the reading process of the original and translated text, and the differences between the source and target languages. Firstly, in writing of the original text, there are three main factors: subject, the purpose of writing, and the target audience. The translators have to understand these factors before writing. Secondly, in the

process of reading, the translators have to read both the original and translated texts because the meaning of the source text is transferred to the target language. Specialized knowledge, cultural knowledge, and sociolinguistics affect the translating; therefore, the translators should adjust these effects when translating. Finally, differences between the original and target languages are also important because there are differences and similarities in the structure and vocabulary of source and target languages, so the translators have to make adjustments.

To sum up, five scholars propose that the translation process has three main stages, but each presents different details and divides the translation process into different steps. The first stage is to study and analyze the source text. The second stage is to translate the source text, based on the shared syntactic structures and cultures in the source and target languages. Finally, the translated text is adjusted and revised to find the appropriate equivalence between the source and target languages.

Next, translation problems which may determine the translation process are presented.

2. Translation problems

The major problem of translation is to find equivalence in the target language. Aspects of translation problems are presented below.

Bassnett (1988: 23-37) points out that the problem of translation equivalence occurs because of language distinctions. For example, lexical and grammatical differences between languages are translation problems, so translators encounter untranslatability. She divides

untranslatability into two types, linguistic and cultural. Linguistic untranslatability happens because there is no lexical or syntactical substitute in the target language for a source language item. For example, in German, *Um wieviel Uhr darfman Sie murgen wecken?* or in Danish, *Jeg fandt brevet* are untranslatable because the structures of both sentences are different from the structure of English. Therefore, the translators have to adjust the differences of both sentences in translating them into English as *What time would you like to be woken tomorrow?* and *I found the letter*. Another type of untranslatability is the cultural aspect. Sometimes a cultural aspect of the source language does not exist in the target language. For example, in the concept of an American temporal resident in London, the phrase *going home* can imply either a return to the immediate home or a return across the Atlantic, depending on the context used.

Wimolchaloa (1990: 52-86) suggests that the major problems of translation are firstly, understanding the source text, and secondly, finding good equivalent words in the target language. Bad understanding in the source text is caused by the following. First, the translators do not understand the words in the source text well. For example, words with different senses and different shades of meaning or idioms are hard to understand. Second, the translators do not understand the syntactic and grammatical structures in the source and target languages well. Third, the translators do not know the background knowledge of the source text. Fourth, the translators do not know the words, such as connectives, nouns and pronoun references, and so on, which signify the relationship in a sentence. Moreover, to find good equivalence of meaning and grammatical differences between the two languages

is a problem. She also points out that punctuation marks, articles, pronouns, and verbs cause problems in translating from English into Thai.

Baker (1992: 20-25) explains the aspects of non-equivalence at word level. Non-equivalence at word level means the target language has no equivalence of a word that occurs in the source language. She classifies problems of translation into 11 types, covering linguistic, semantic and cultural aspects, as follows:

- a. Some source languages have culture-specific concepts.

Some source languages may have concepts that are unknown or hardly understood by the target readers because each language makes its specific words or meanings according to a particular environment. Thiengburanathum (2001: 12-504) shows these examples. The Thai words *พาน* (footed tray), *กรวดน้ำ* (to pour water slowly on someone's hands as a token of consecration), *กระชี่* (bamboo bottle-shaped eel trap) and *วันโกน* (shaving day for monks) have no equivalence in many languages. Thus, these words are difficult to translate into other languages.

Moreover, Larson (1998: 470-476) supports the idea that language is a part of culture. A major problem of non-equivalence is the cultural difference between the source and target languages because people in each culture have their own perspectives. For example, in Thai, *ค่ะ* (*yes, okay, and right*) is a woman's polite ending of a sentence, and *ครับ* (*yes, okay, and right*) is a man's polite ending of a sentence. They are non-equivalent to English words.

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

Although a word in source language expresses a concept that is known by the target readers, it is not lexicalized or does not allow a target-language word to express the concept. For instance, the word *standard* has no equivalence in many languages although it simply means ordinary or not extra (Baker, 1992: 21).

c. The source-language word is semantically complex.

In the source language, a word has a single morpheme which sometimes expresses a more complex set of meanings than a whole sentence. Thus, it is difficult to translate the source-language word which has complex semantics into a target-language word. For instance, the word *arruacao*, a Brazilian word, means “clearing the ground under coffee trees of rubbish and piling it in the middle of the row in order to aid in the recovery of beans dropped during harvesting (Baker, 1992: 22).”

d. The source and target languages make different distinctions in meaning.

Sometimes, the target language makes more/fewer distinctions in meaning than the source language does, so it is very difficult for translators to choose the direct equivalent word. For instance, “Indonesian makes a distinction between going out in the rain without the knowledge that it is raining (*kehujan*) and going out in the rain with the knowledge that it is raining (*hujanhujan*).” English does not make this difference. As a result, the Indonesian translators might find it difficult to choose the right equivalence if an English text referred to going out in the rain (Baker, 1992: 22).

- e. The target language lacks a superordinate.

Superordinate is a general word. Some target languages have specific words, but no superordinate word has the equivalence of meaning in the source-language words. For example, the English word *worm* (*a long thin creature with no bones or legs lives in soil*) has no equivalence to Thai words because *worm* in English includes *ไส้เดือน* (*earthworm*), *พยาธิ* (*parasitic worm*) and *หนอนทะเล* (*lugworm*) (Thiengburanathum, 2001: 315-556).

However, Thai has no a superordinate term for *worm*.

- f. The target language lacks a specific term (hyponym).

The target language may have general words, but there are no specific ones (hyponyms) because each language makes its distinctions according to its particular environment. For example, the Thai word has no word *fly*, but has many hyponyms, which have no equivalents to the English words such as *แมลงหวี่* (*fruit fly*) and *เห็บ* (*cattle-fly*, *horse-fly and gad-fly*) (Thiengburanathum, 2001: 416-590). English has no specific terms for each and has to modify *fly* with adjectives.

- g. There are differences in physical or interpersonal perspectives.

Physical perspective concerns people or things that are in relation to one another. It expresses the relationship between participants in the discourse. For instance, Japanese has six equivalents for *give*, depending on who gives to whom, namely, *yaru*, *ageru*, *moru*, *kureru*, *itadaku* and *kudasaru*.

h. There are differences in expressive meaning.

Some words may have propositional meaning in both the source and target languages, but there is no expressive meaning. Thus, translators add the equivalence to target-language words by using modifiers or adverbs. For example, the English verb *batter* in the text of *child/wife battering* is translated by the more neutral Japanese verb *tataku*, meaning *to beat*, plus an equivalent modifier such as *savagely* or *ruthlessly*. Therefore, translators can add modifying words in the target language (Baker, 1992: 23).

i. There are differences in forms.

There is often no equivalence in the target language for a particular form in the source text. Certain suffixes and prefixes which convey propositional and other types of meaning in English often have no direct equivalence in other languages. Affixes that have propositional meaning can be translated by means of a paraphrase, but other types of meaning cannot be translated. For instance, English makes frequent use of the suffixes *-ish* such as *boyish*, and *hellish* and *-able* such as *conceivable*, and *drinkable*. Thai has no system to produce such forms, so they are often replaced by an appropriate paraphrase. For example, *drinkable* is translated as *suitable for drinking* (Baker, 1992: 24).

j. There are differences in frequency and purpose of using specific forms.

Although a particular form is equivalent in both the source and target languages, it may be used in different frequencies and purposes. English, for instance, uses the continuous *-ing* form for binding clauses much more frequently than other languages which have equivalents for it (Baker, 1992: 24).

k. There is the use of loan words in the source text.

Loan words may bring problems for the unwary translators. Some loan words in the source language may express a different meaning in the target language although the words are always used in the target language. For example, the English word *entrance* is often used for the right to become a member of university in Thai, but this word really includes a door, gate, or other opening that you go through to enter a place. This is often lost in translation because it is not always possible to find a loan word with the same meaning in the target language.

To sum up, problems in translation involve culture, language structures and semantics. Consequently, many professional translators try to find translation strategies to cope with these problems, and these will be discussed in the next part.

3. Translation strategies

A translation strategy is a way to deal with non-equivalence at word level.

Baker (1992: 26-43) suggests that eight translation strategies are presented to cope with non equivalence at lexical level as follows:

a. Translation by a more general word or words (superordinate)

This strategy is a general way to cope with the problem of non-equivalence, especially where the propositional meaning concerns general words, covering the meaning of specific words in the target language. Larson (1998: 179-190) also suggests generic words with a descriptive phrase to cope with the meaning of specific words in the target language. For example, the word *ฝักคันทลู* (a kind of bitter bean grown in the South of

Thailand) is translated as *twisted cluster bean* and *สาหร่าย* (*a kind of root plant*) as *arrowroot* (Thiengburanathum, 2001: 539-548). Further, Larson (1998: 183-185) suggests that the translators can modify generic words in four ways. First, the translators make the form explicit. For example, in Mexico, *treasure* in English is translated as *lots of valuable things*. Second, the translators make the function explicit. For example, *anchor* in English is translated as *a thing that makes the boat stay* in Mexico. Third, the translators make both form and function explicit. For example, the word *anchor* in English is translated as *irons to which they attached ropes in order that they would get stuck in the dirt, so the boat would not move*. Finally, the translators compare some things or events. For example, *wolf* in English is translated as *animal like a fierce dog* in Peru. Larson also emphasizes that the important meaning components of a word should be kept and communicated.

b. Translation by a more neutral/less expressive word or words

Sometimes translators may replace both more and less expressive words to near equivalent target-language words or may retain the expressive meaning by adding a modifier. For example, the word *exotic* has no equivalence in Chinese and other oriental languages. It is a word used by Westerners to mean *unusual and interesting things, which come from a distant country such as China*. The target-language word does not have a concept of *exotic* in this sense and what the expressive meaning relating to it, so this word can be translated as *strange* or *unique*. It is the best way to solve this problem.

c. Translation by cultural substitution

This strategy involves replacing a culture specific word or expression

with a target language word or expression which does not have the same propositional meaning but is likely to have a similar impact on the target readers. This strategy gives the readers the concept of culture in the source language. Newmark (1982: 81-83) and Larson (1998: 187-190) agree that translators have to consider both languages and cultures in order to translate naturally because the nature of translation relates to cross-cultural communication. Therefore, cultural substitution becomes one of the necessary techniques for lexical equivalence. Different cultures have different focuses; thus, cultural equivalence should be used when other solutions are not suitable. Moreover, translators have to keep the facts which are presented because translated words may cause some distortion of meaning. For example, the word *cream tea* has no equivalence in Italian. In Britain, *cream tea* consists of *tea* and *scones with jam and clotted cream in the afternoon meal*, so an Italian translator replaces it with *pastry*.

d. Translation using a loan word or a loan word plus explanation

Baker (1992) and Larson (1998) suggest that this strategy is common in dealing with culture-specific items, modern concepts and buzz words. A loan word plus an explanation is useful for a word which is repeated several times in the text. The translator should explain a loan word by modifying a general word. For example, the word *cap* in English has no equivalence in Arabic. An Arabic translator uses an inverted comma to explain the loan word as “*cap*,” a *plastic hat which covers the hair* (Baker, 1992: 35-36).

e. Translation by paraphrase using a related word or words

This strategy is used when a word in both the source and target languages is lexicalized, but the word has a different form. For example:

The source text: Hot and cold food and drinks can be found in the Hornet's Nest, *overlooking* the Alexick Hall.

The target text (German): In the Hornet's Nest, which *overlooks* the Alexick-Hall, you can have hot and cold meals and drinks (Baker, 1992: 37).

f. Translation by paraphrase using an unrelated word or words

If the concept expressed by the source item is not lexicalized at all in the target language, the paraphrase strategy can be used in some contexts. This strategy is not concerned with related words, but the paraphrase may be based on modifying a superordinate. Moreover, the main advantage of the paraphrase strategy is to achieve a degree of precision in exact propositional meaning. However, this strategy has two disadvantages. Firstly, a paraphrase does not have the status of a lexical item, so it cannot carry expressive, evoked and associative meaning. Secondly, it is awkward because it fills one slot with an explanation consisting of several items (Baker, 1992: 42).

g. Translation by omission

In this case, translators omit words which do not affect the main meaning of the text and do not impair the reader's comprehension. For example, in Toyota manual (2005: 15), the English words *hose between the nozzle* is translated into Thai as *ท่อน้ำมันหัวฉีด* (*a hose that has a narrow piece directs some oil*). *Between* in this example is a preposition to show the connection between a hose and a nozzle. It is not necessarily translated because it does not affect the meaning.

1. Translation by illustration

This is useful when words cannot be explained clearly and concisely. Thus, the translators may translate the words by using an illustration.

In brief, Newmark (1982), Baker (1992), and Larson (1998) point out similarly that the cultural substitution is an important way to achieve lexical equivalence. Both Baker (1992) and Larson (1998) present a more general and a loan word/a loan word plus explanation to cope with the translation problems. Moreover, Baker (1992) presents five other translation strategies: a more neutral/less expressive word, paraphrase using a related word, paraphrase using unrelated words, omission and illustration.

4. Previous research

Vorajaroensrin (2002) analyzed translation strategies used in 40 Thai restaurant menus. She adopted Baker's (1992) translation strategies to analyze translation in her research, and she found new translation strategies. The method for her study was to randomly select 40 menus out of the original 100 restaurant menus. These menus were categorized into four classes according to the class of the restaurant. Then, the strategies used in each class of the restaurants were analyzed. Finally, the frequency of strategies in all restaurants was calculated. The results showed that there were 24 translation strategies used in the 40 restaurant menus. Seventeen strategies were found in the first class restaurants, and 17, 17, and 18 strategies were found in the second, third, and fourth class restaurant respectively. It was concluded that the most frequent strategies found were the same in

every class of restaurant. The three most frequent strategies were cultural substitution, literal translation, and using loan word plus explanation respectively.

Jarumetheechon (2003) analyzed the frequency of translation strategies used in the short story “Dust Underfoot” from Thai into English. The translation strategies categorized by Baker (1992) were adopted as an aid in the analysis in the study. The research results showed that seven strategies were found in the text: omission (28.7%), using cultural substitution (23%), using loan words plus explanations (16.1%), addition (13.8%), using more general words (10.3%), paraphrase using unrelated words (4.6%), using more specific words (3.5%). Two strategies, addition and using more specific words, which were not categorized in Baker’s translation strategies were found in the text.

To sum up, the related literature has been divided into four parts: translation process, translation problems, translation strategies and previous research. Translation problems concern linguistic, semantic and cultural equivalence. In addition, it is sometimes difficult for translators to find equivalence between two languages, so translation strategies have been presented to cope with translation problems by Baker (1992). Finally, the results of analyzing translation strategies in previous research have been presented.

Chapter 3

Methodology

This study was undertaken in the following steps:

1. Accumulation of Data

The data were randomly selected from 200 names of translated spare parts out of 2,000 items in four car manuals: Isuzu, Toyota, Mercedes and BMW. Fifty items were selected in each manual. According to Kitpreedaborisut (1981: 49), 10 per cent or above of the original samples are an appropriate number for research.

2. Data Analysis

The data were analyzed as follows:

3.1 After the 200 vehicle terms were selected randomly, they were analyzed to find the translation strategies used. For example, *brake drum* (a set of spare parts that make a vehicle go more slowly or stop (*Longman Dictionary of Contemporary English*, 2000:149)) is translated using loan words.

3.2 Each type of translation strategy used in all the selected car makes was calculated in percentage as follows:

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

The result shows the percentage of each type of translation strategy used for each translated vehicle term.

3.3 All 200 selected vehicle terms were analyzed to find the frequency of each translation strategy.

3.4 The frequency of each strategy found in all 200 translated vehicle terms was calculated in percentage.

3.5 Each applied translation strategy found was discussed.

3.6 Naksakul's (1998) phonetics was applied in describing sounds of translated vehicle terms as follows:

Vowel sounds

short vowel

/i/ as in /pit/
ปิด (close)

/e/ as in /pet/
เปิด (duck)

/ɛ/ as in /wen/
แว่น (glasses)

/ɨ/ as in /nɨk/
นึก (think)

/ɯ/ as in /ɯn/
เงิน (silver)

/a/ as in /tham/
ทำ (do)

long vowels

/i:/ as in /di:/
ดี (good)

/e:/ as in /le:w/
เลว (bad)

/ɛ:/ as in /khe:n/
แขน (arm)

/ɨ:/ as in /dɨ:m/
ดื่ม (drink)

/ɯ:/ as in /pɯ:t/
เปิด (open)

/a:/ as in /pa:/
ป่า (jungle)

diphthong

/ia/ as in /piak/
เปียก (wet)

/ɨa/ as in /dɨan/
เดือน (month)

/ua/ as in /ʔuan/
อ้วน (fat)

/u/ as in /ʔun/
อุ่น (warm)

/u:/ as in /cu:p/
จูบ (kiss)

/o/ as in /tok/
ตก (fall)

/o:/ as in /lo:k/
โลก (world)

/ɔ / as in /h ɔ j/
หอย (shell)

/ɔ :/ as in /ch ɔ :p/
ชอบ (like)

Consonant sounds

/p/ as in /pe:t/
แปด (eight)

/t/ as in /taj/
ไต (kidney)

/c/ as in /can/
จันทร์ (moon)

/k/ as in /kaj/
ไก่ (chicken)

/ʔ/ as in /ʔim/
เต็ม (full)

/ph/ as in /phaw/
เผา (burn)

/th/ as in /tha:/
ถ้า (if)

/ch/ as in /cha:ŋ/
ช่าง (specialist)

/kh/ as in /khian/
เขี่ยน (hit)

/b/ as in /bre:k/
เบรก (brake)

/d/ as in /dɯan/
เดือน (month)

/m/ as in /mɛ:/
แม่ (mother)

/n/ as in /na:w/
หนาว (cold)

/ŋ/ as in /ŋaw/
เหงา (lonely)

/l/ as in /klua/
กลัว (scare)

/r/ as in /ruam/
รวม (total)

/f/ as in /faj/
ไฟ (fire)

/s/ as in /sa:p/
ทราบ (know)

/h/ as in /huan/
หวน (turn back)

/w/ as in /wiŋ/
วิ่ง (run/

/j/ as in /jiŋ/
หญิง (woman)

To sum up, the procedure for research was divided into two sections. In the first section, 200 translated vehicle terms from 2,000 items were randomly selected. In the second, the frequency of the translation strategy used in the 200 translated vehicle terms was calculated. Finally, each translation strategy found was discussed.

Chapter 4

Findings

This chapter presents the findings concerning strategies of translating 200 vehicle spare part terms. The frequency of translation strategies found in all 200 vehicle terms is presented and discussed.

Table 1 Strategies Found in Translating 200 Vehicle Part Terms

| No. | Type of Translation Strategy | Frequency | Percentage (%) |
|-------|---|-----------|----------------|
| 1 | Loan word | 23 | 11.5 |
| 2 | Metaphor | 22 | 11 |
| 3 | Literal translation | 21 | 10.5 |
| 4 | Literal translation+loan word | 21 | 10.5 |
| 5 | Adding information+literal translation | 17 | 8.5 |
| 6 | Literal translation+metaphor | 12 | 6 |
| 7 | Literal translation+omission | 10 | 5 |
| 8 | Function description | 9 | 4.5 |
| 9 | Loan word+omission | 8 | 4 |
| 10 | Function description+loan word | 7 | 3.5 |
| 11 | Function description+literal translation | 5 | 2.5 |
| 12 | Literal translation+metaphor+omission | 5 | 2.5 |
| 13 | Literal translation+loan word+omission | 5 | 2.5 |
| 14 | Literal translation+material description | 5 | 2.5 |
| 15 | Adding information+literal translation+loan word | 4 | 2 |
| 16 | Adding information+loan word | 4 | 2 |
| 17 | Adding information+literal translation+omission | 3 | 1.5 |
| 18 | Literal translation+loan word+metaphor | 2 | 1 |
| 19 | Literal translation+position description+omission | 2 | 1 |
| 20 | Adding information+loan word+metaphor | 2 | 1 |
| 21 | Adding information+metaphor | 2 | 1 |
| 22 | Loan word+metaphor | 2 | 1 |
| 23 | Metaphor+loan word+position description | 2 | 1 |
| 24 | Loan word+shape description | 1 | 0.5 |
| 25 | Function description+material description | 1 | 0.5 |
| 26 | Adding information+loan word+omission | 1 | 0.5 |
| 27 | Adding information+omission | 1 | 0.5 |
| 28 | Position description+metaphor+omission | 1 | 0.5 |
| 29 | Material description | 1 | 0.5 |
| 30 | Literal translation+position description+metaphor | 1 | 0.5 |
| Total | | 200 | 100 |

Table 1 presents the strategies used in translating the 200 vehicle terms. Each strategy is explained to show how translators deal with the translation problems. The most to the least frequent strategies are presented as follows:

1. Translation by using a loan word/loan words

This strategy is used when the translators want to transfer the original expression and concepts to the target language, but it is difficult to find equivalence in Thai. The following three examples present such a strategy.

Example 1

| | |
|-------------------------|-----------------------|
| The original version: | valve |
| The translated version: | วาล์ว /wa:w/ valve |

(Isuzu, 2005: 35)

Valve is “a spare part for controlling the flow of liquid, letting it move in one direction only” (*Longman Dictionary of Contemporary English*, 2000: 698). It is translated by using a loan word as วาล์ว /wa:w/, but the Thai version undergoes sound change because Thai has no /v/.

Example 2

| | |
|-------------------------|-------------------------------------|
| The original version: | brake drum |
| The translated version: | ดรัมเบรก /dram bre:k/ drum+brake |

(Mercedes, 2005: 5)

Brake drum is a device which makes a car slow or stop. The loan word is reversed

as *drum brake* because in Thai, most modifiers are after the head noun. Therefore, *brake drum* is translated as *drum brake*.

Example 3

| | |
|-------------------------|---------------------------|
| The original version: | relay |
| The translated version: | รีเลย์ /li: le:/ relay |

(Mercedes, 2005: 10)

Relay is “an electronic device which receives radio or television signals and sends them on again with greater strength” (*Longman Dictionary of Contemporary English*, 2000: 1194). It is translated by using loan words without explanation and it undergoes a sound change. Thai people are confused by /r/ and /l/, so many Thais pronounce /r/ as /l/. *Relay* is pronounced as /li: le:/.

In brief, translation by using a loan word/loan words is the strategy of highest frequency used in vehicle terms. It should be noted that most loan words undergo sound change. The terms, *valve*, *brake drum* and *relay* are some examples showing how the translator translates by using loan words.

2. Translation by using metaphor

Some spare parts can be compared to something in Thai.

Example 1

| | |
|-------------------------|-------------------------------------|
| The original version: | spark plug |
| The translated version: | หัวเทียน /hua thian/ head+candle |

(Toyota, 2005: 2)

A spark plug is a part in a car engine which produces the spark to make the gas burn (Longman Dictionary of Contemporary English, 2000: 1379). It is translated as หัวเทียน / hua thian/ or head+candle because *spark* or *plug* is compared with a candle which gives light.

Example 2

The original version: differential case

The translated version: เสื้อติดอกจอก /suea dɔ :k cɔ :k/
shirt+water plant

(Isuzu, 2005: 36)

The translator compares *differential* to a *water plant* because it looks like a small green water plant that floats on water. The case, which covers the drive, looks like a shirt. Therefore, *differential case* is translated as a shirt that looks like a kind of plant.

In brief, the examples of *spark plug* and *differential case* present translation by using metaphor.

3. Translation by using literal translation

This strategy is used when a word in the source language is equivalent to that in the target one. Therefore, the translators can literally translate the word. The following examples present such a strategy.

Example 1

The original version: front wheel hub

The translated version: ดุมล้อหน้า /dum lɔ : na/
hub+ wheel+ front

(Mercedes, 2005: 12)

Hub is equivalent to *ดุม* /dum/. *Front* is literally translated as *หน้า* /na:/ and *wheel* is equivalent to *ล้อ* /lɔ :/, so the translator translates these words literally. However, it should be noted that Thais reverse the modifiers and noun in translating.

Example 2

The original version: final drive

The translated version: เฟืองท้าย /fɛ̌ɯŋ tha:j/
drive+final

(<http://www.bmw.co.th>)

In vehicle terms, *final drive* is a part which takes power from the engine to the wheels (*Longman Dictionary of Contemporary English*, 2000: 424), but *drive* has many meanings. In this case, *drive* is literally translated as *เฟือง* /fɛ̌ɯŋ/ and *final* is literally translated as *ท้าย* /tha:j/.

In brief, translation by literal translation is the second highest frequency, and it demonstrates *front wheel hub* and *final drive*.

4. Translation by using literal translation and a loan word/loan words

Some words are translated literally, but some are not because there is no equivalence in the target language. As a result, the translators use literal translation and a loan word/loan words in translating some source vehicle terms. The following examples are given and explained.

Example 1

The original version: brake hose

The translated version: ท่อเบรก /thɔ : bre:k/
hose+brake

(Mercedes, 2005: 20)

Brake hose is a part which makes a vehicle go more slowly or stop (*Longman Dictionary of Contemporary English*, 2000: 149). *Brake* is translated by using a loan word as /bre:k/, and *hose* is literally translated as *ท่อ* or /thɔ :/

Example 2

The original version: torsion bar; front, right

The translated version: ท่อชั้นบาร์หน้าขวา /thɔ : chan ba: na: khwa:/
torsion+bar+front+right

(Isuzu, 2005: 17)

Torsion bar is a piece of twisted metal, which adjusts the level of a vehicle. It has no equivalence in Thai language, so the translator uses a loan word. *Front* is equivalent to *หน้า* /na:/ and *right* is literally translated as *ขวา* /khwa:/.

In brief, *brake hose* and *torsion bar; front, right* demonstrate translation by using literal translation and a loan word/loan words.

5. Translation by adding information and using literal translation

The translators use this strategy when they want to explain more than the literally

translated words. Therefore, they add some more information to them. The following two examples present such a strategy.

Example 1

The original version: airbag

The translated version: ถุงลมนิรภัย /thuŋ lom ni ra phaj/
bag+air+safe

(<http://www.bmw.co.th>)

Bag can be literally translated as ถุง (thuŋ) and *air* as ลม (lom). Moreover, นิรภัย (ni ra phaj) or *safety* is added to make the translation clearer.

Example 2

The original version: clamp

The translated version: เหล็กรัดท่อไอเสีย /lek rat thɔ : ?aj sia/
iron+fasten+pipe+exhaust

(Mercedes, 2005: 20)

Clamp is a tool used for fastening or holding things together tightly. It is translated by using literal translation and adding information. The translator adds *pipe* or ท่อ /thɔ :/ and *exhaust* or ไอเสีย /?aj sia/ to give more information to this spare part. As a whole, the Thai translation is *a piece of iron fastened to the exhaust pipe*.

In brief, the examples of *airbag* and *clamp* present translation by adding information and using literal translation.

6. Translation by using literal translation and metaphor

Some vehicle terms need both literal translation and metaphor.

For example:

The original version: air cleaner

The translated version: หม้อกรองอากาศ /มอ : กรอ : η ?a: ka:t/
pot+filter+air

(Mercedes, 2005: 30)

The translator compares *cleaner* to *pot* or หม้อ /มอ : /, which means a container in Thai. *Cleaner* also is literally translated as *filter*, and air is translated literally as อากาศ /?a: ka:t/.

In brief, the example of *air cleaner* demonstrates translation by using literal translation and metaphor.

7. Translation by using literal translation and omission

This strategy is used when the vehicle term can be literally translated. However, some information can be omitted because it is not necessary for the Thai readers. The examples are presented as follows:

Example 1

The original version: bulb (for side turn signal lamp)

The translated version: หลอดไฟเลี้ยวข้าง /ล อ : t faj liaw kha:η/
bulb+turn+side

(Toyota, 2005: 9)

Bulb is literally translated as หลอดไฟ /lɔːt faj/, whereas *side* is literally translated as ข้าง /khaːŋ/, and *turn* is literally translated as เลี้ยว /liaw/. The translator omits *signal* because it is not necessary for the translated version. The Thai readers understand the translated term which refers to a device which sends the side turn signal.

Example 2

The original version: horn assembly, high pitched

The translated version: แตร, เสียงสูง /trɛː siaŋ suːŋ/
horn + high pitched

(Toyota, 2005: 11)

Horn is literally translated as แตร /trɛː/ and *high pitched* is literally translated as เสียงสูง /siaŋ suːŋ/. The translator omits *assembly* because without it, the Thai version is clear enough.

In brief, *bulb (for side turn signal lamp)* and *horn assembly, high pitched* are examples that show translation by using literal translation and omission.

8. Translation by using function description

The function description strategy is used to explain an automobile function that helps Thai readers understand spare part terms. The following is an example.

The original version: adjuster

The translated version: ชุดตั้งเบรก /chut taŋ breːk/
assembly+set+brake

(Mercedes, 2005: 6)

Adjuster is translated as ชุดตั้งเบรค /chut taŋ bre:k/ or *assembly+set+brake*, which is a part that adjusts the brake in a vehicle.

9. Translation by using a loan word/loan words and omission

Sometimes English vehicle terms cannot be literally translated because Thai readers do not have such concepts, so the translators have to choose a strategy to solve the translation problem. Adding information is a strategy used. Some examples are presented as follows:

Example 1

The original version: starter assembly

The translated version: ไดสตาร์ท /daj sa ta:t/
dystart

(Toyota, 2005: 2)

Starter is translated as ไดสตาร์ท /daj sa ta:t/ or *dystart*. The term *dy* is assumed to be the short term of *dynamo* and, then the loan word *start* is added. *Assembly* is omitted.

Example 2

The original version: stud; oil drain pipe

The translated version: สตั๊ด /sa tat/
stud

(Isuzu, 2005: 5)

This vehicle term is translated by using a loan word and omission. *Stud* is a small nail that is fixed to the surface of something. It is translated as สตั๊ด /sa tat/ by using a loan

word. *Oil drain pipe* is omitted because the translator does not want to specify where the stud is fixed because it can be used in other locations.

In brief, the examples of translation by using a loan word/loan words and omission are *starter assembly* and *stud; oil drain pipe*.

10. Translation by using function description and a loan word/loan words

Some vehicle terms are translated by describing their function plus loan words.

Some examples are presented as follows:

Example 1

The original version: fastener

The translated version: กิปล็อก /kip lɔ k/
grip+lock

(Mercedes, 2005: 35)

Fastener is translated as กิปล็อก /kip lɔ k/. The words *grip* and *lock* are loan words.

However, the word *grip* undergoes sound change as *kip* because a lot of Thais do not pronounce /r/ in a consonant cluster.

Example 2

The original version: clip; sedimenter

The translated version: คลิปกรองดักน้ำ /khlip krɔ :ŋ dak nam/
clip+filter+water

(Isuzu, 2005: 39)

Clip is a small metal/plastic object that holds or fastens things together. It is translated as คลิป /khlip/ by using a loan word. *Sedimenter* is translated as กรองดักน้ำ

/krɔ : ɲ dak nam/ or filter+water. Therefore, the translator describes the function of a *sedimenter*, which filters water.

11. Translation by using function description and literal translation

The translators can translate literally some terms, but they are not adequate for Thai readers, so they additionally describe the function of the part. Some examples are presented as follows:

Example 1

The original version: oil dipstick

The translated version: เหล็กวัดน้ำมัน /lek wat nam man/
iron+measure+oil

(Mercedes, 2005: 6)

Oil is literally translated as น้ำมัน /nam man/. *Dipstick* is translated as เหล็กวัด /lek wat/ or iron + measure. The translator describes the function of the dipstick.

Example 2

The original version: bulb, fog lamp

The translated version: หลอดไฟตัดหมอก /lɔ :t faj tat mɔ :k/
bulb+cut+fog

(Toyota, 2005: 9)

Bulb is literally translated as หลอดไฟ /lɔ :t faj/ or bulb+light. *Fog lamp* is translated as ไฟตัดหมอก /faj tat mɔ : k/ or lamp+cut+fog. As a whole, the Thai translated term means to penetrate fog. The translator wants to explain the function of the vehicle term.

In brief, *oil dipstick* and *bulb, fog lamp* demonstrate translation by using function description and literal translation.

12. Translation by using literal translation, metaphor and omission

Some vehicle terms are translated by using literal translation, metaphor and omission.

For example:

The original version: covering (steel disc wheel)

The translated version: ฝาครอบล้อ /fa: khrɔ :p lɔ :/
lid+cover+wheel

(Mercedes, 2005: 30)

Covering is translated as ฝาครอบ /fa: khrɔ :p/ or *lid* by using metaphor because *covering* is similar to a lid covering a Thai container. A lid covers the hub of a wheel similarly to a lid covering a container. *Steel* and *disc* are omitted. *Wheel* is literally translated as ล้อ /lɔ :/.

13. Translation by using literal translation, a loan word/loan words and omission

Some vehicle terms need literal translation, a loan word/loan words and omission. An example is presented as follows:

The original version: shock absorber assembly, front suspension, right

The translated version: ชุดใช้ค้ำพหน้าข้างขวา /chut cho:k ?ap na: kha:ŋ khwa:/
assembly+shock absorber+front+right

(Toyota, 2005: 4)

Shock absorber is translated as โช้คอัพ /cho:k ?ap/, but the word undergoes sound change into /ch/ because it is difficult for Thais to pronounce the sound /sh/. *Suspension* is a system of devices (as spring) supporting the upper part of a vehicle on the axles (*Longman Dictionary of Contemporary English*, 2000: 1453). It is omitted. *Front* is literally translated as หน้า /na:/ and *right* is literally translated as ข้างขวา /kha:ŋ khwa:/.

In brief, *shock absorber assembly*, *front suspension*, *right* presents translation by using literal translation, a loan word/loan words and omission.

14. Translation by using literal translation and describing material

Some vehicle terms are translated by using literal translation and describing material. Here is an example.

| | |
|-------------------------|--|
| The original version: | insulator, engine mounting, front |
| The translated version: | ลูกยางแท่นเครื่องหน้า /lu:k ya:ŋ then khrɯŋ na:/ rubber+mounting+engine+front |

(Toyota, 2005: 1)

Insulator is translated as ลูกยาง /lu:k ya:ŋ/ or *rubber*. The translator describes the material, rubber, used in the device. *Engine mounting* is translated as แท่นเครื่อง /then khrɯŋ/ or something to hold an engine. *Front* is literally translated as หน้า /na:/.

In brief, *insulator*, *engine mounting*, *front* demonstrates translation by using literal translation and describing material.

15. Translation by adding information, literal translation and a loan word/loan words

word/loan words

Some vehicle terms need added information, literal translation and a loan word/loan words. The following is an example.

The original version: sensor; water temperature

The translated version: เซ็นเซอร์วัดอุณหภูมิ น้ำหล่อเย็น
/sen sɔ : wat ?un ha phu:m nam lo : yen/
sensor+measure+temperature+flowing water

(Isuzu, 2005: 28)

Sensor is translated as เซ็นเซอร์ /sen sɔ :/, a loan word and also the translator adds วัด /wat/ or *measure*. *Water temperature* is literally translated as อุณหภูมิ /?un ha phu:m/ or *temperature* and the translator adds น้ำหล่อเย็น /nam lo : yen/ or *flowing water*, which refers to water flowing from the radiator to the engine. As a whole, this part is to measure the temperature of water in the vehicle engine.

In brief, *sensor; water temperature* presents translation by adding information, literal translation and a loan word/loan words.

16. Translation by adding information and a loan word/loan words

Some vehicle terms are translated by adding information and a loan word/loan words; for example:

| | |
|-------------------------|---|
| The original version: | flywheel |
| The translated version: | เฟืองฟลายวีล /fiuəŋ fla:j wi:n/ drive+flywheel |

(Mercedes, 2005: 3)

Flywheel is translated as ฟลายวีล /fla:j wi:n/, and it undergoes sound change. The final sound /l/ is changed into /n/. Moreover, the translator adds information, เฟือง /fiuəŋ/ or *drive*, to explain this term. As a whole, the term refers to a gear at the flywheel.

In brief, *flywheel* is presented in translation by adding information and a loan word/loan words.

17. Translation by adding information, and literal translation and omission

These strategies are used in some vehicle terms.

For example:

| | |
|-------------------------|--|
| The original version: | compact rear axle |
| The translated version: | เพลาลังอะลูมิเนียม /phlaw laŋ ?a lu: mi niam/ axle+rear+aluminium |

(<http://www.bmw.co.th>)

Compact means having a dense structure or parts or units closely packed or joined (Longman Dictionary of Contemporary English, 2000: 267), but it is omitted. *Rear* is literally translated as หลัง /laŋ/, and *axle* is literally translated as เพลา /phlaw/. Moreover, the translator adds *aluminium* or อะลูมิเนียม /?a lu: mi niam/ or the metal used in the device.

18. Translation by using literal translation, a loan word/loan words and metaphor

Sometimes vehicle terms need a combination of strategies in translating: using a loan word/loan words and metaphor, and literal translation. Here is one example.

The original version: strainer; oil pump

The translated version: ฝักบัวปั้มน้ำมันเครื่อง
/fuk bua pam nam man khrɯaŋ/
lotus pod+pump+oil+motor

(Isuzu, 2005: 43)

Strainer is translated as ฝักบัว /fuk bua/ or *watering pod* or a shower head because this part looks like a lotus pod or a shower head. *Pump* is translated as *pam*, a loan word which undergoes sound change. *Oil* is literally translated as น้ำมันเครื่อง /nam man khrɯaŋ/ or pump+oil+motor because in the Thai version, the motor oil is pumped through this device.

In brief, *strainer; oil pump* is an example of translation by using literal translation, a loan word/loan words and metaphor.

19. Translation by using literal translation, position description and omission

Some vehicle terms need two strategies in translating, position description and omission.

For example:

| | |
|-------------------------|---------------------------------------|
| The original version: | propeller shaft |
| The translated version: | เพลากลาง /phlaw kla:ŋ/ axle+middle |

(Toyota, 2005: 11)

Propeller is omitted. *Shaft* is translated as เพล /phlaw/. It should be noted that Thai *plaw* includes both the axle and shaft. Also, the translator describes the position of this part because a shaft can be located at many places.

In brief, the example of *propeller shaft* demonstrates translation by using literal translation, position description and omission.

20. Translation by adding information, using a loan word/loan words and metaphor

Some vehicle terms are translated by adding information, using a loan word/loan words and metaphor.

Example

| | |
|-------------------------|--|
| The original version: | seal ring |
| The translated version: | ยางโอริง /ya:ŋ ?o: riŋ/ rubber+o+ring |

(<http://www.bmw.co.th>)

Seal is translated as ยาง /ya:ŋ/ or *rubber* because rubber is used to seal things. *Ring* is translated as รিং /riŋ/, a loan word. Moreover, the translator compares the ring to the shape of O. Therefore, the Thai version has a description of the ring.

In brief, *seal ring* presents translation by adding information, using a loan word/loan words and metaphor.

21. Translation by adding information and using metaphor

Sometimes some vehicle terms are translated by adding information and using metaphor.

Example

The original version: joint

The translated version: ลูกหมากปีกนกบน /lu:k ma:k pi:k nok bon/
areca nut+wing+bird+up

(<http://www.bmw.co.th>)

Joint is compared to an areca nut or ลูกหมาก /lu:k ma:k/ because it looks like an areca nut. The translator makes Thai readers recognize this part easily by using metaphor - - wing+bird+up, to explain the detail of the part.

22. Translation by using a loan word/loan words and metaphor

Sometimes some vehicle terms are translated by using a loan word/loan words and metaphor.

Example

The original version: multifunction steering wheel

The translated version: พวงมาลัยแบบมัลติฟังก์ชัน
/phuɑŋ ma: laj bɛ:p man ti faŋ chan/
garland+type+multifunction

(<http://www.bmw.co.th>)

Multifunction is translated as มัลติฟังก์ชัน /man ti faŋ chan/ a loan word. *Steering*

wheel is compared to พวงมาลัย /phuɑŋ ma: laj/ or a *garland* because it looks like a Thai garland.

In brief, *multifunction steering wheel* presents translation by using a loan word/loan words and metaphor.

23. Translation by using a loan word/loan words and shape description

Some vehicle terms are translated by using a loan word/loan words and shape description.

Example

The original version: first-type caliper disc brake

The translated version: ดิสก์เบรกแบบคาลิเปอร์หัวกลม
/dit bre:k bɛ:p kha: li pɔ : hua klom/
disc+brake+type+caliper

(<http://www.bmw.co.th>)

Caliper disc brake is translated as ดิสก์เบรกแบบคาลิเปอร์ /dit bre:k bɛ:p kha: li pɔ :/

or disc brake of caliper type. *First-type* is translated as หัวกลม /hua klom/or a round head.

In brief, *first-type caliper disc brake* shows translation by using a loan word/loan words and shape description.

24. Translation by describing function and material

Some vehicle terms are translated by describing material and function.

Example

The original version: stabilizer

The translated version: เหล็กกันโคลง /lek kan khro:ŋ/
iron+prevent+frame

(<http://www.bmw.co.th>)

Normally *stabilizer* is a piece of equipment that helps make a car steady. If it is translated literally, Thai readers will not understand. Therefore, the translator has to describe its material and function, so *stabilize* is translated as เหล็กกันโคลง /lek kan khro:ŋ/ or iron+prevent+frame because it is a piece of metal fixed in each wheel to control the direction of a wheel.

25. Translation by adding information, using a loan word/loan words and omission

Sometimes, vehicle terms are translated by adding information, using a loan word/loan words and omission.

Example

The original version: seal; brake piston

The translated version: ซีลเกียร์อัตโนมัติ /si:n kia ?ɔ to:/
seal+gear+auto

(Isuzu, 2005: 44)

Seal is translated as ซีล /si:n/, a loan word. *Brake piston* is omitted. This part is translated as ซีลเกียร์อัตโนมัติ /si:n kia ?๖ to:/ or seal+gear+auto. The translator adds the information *automatic gears*.

In brief, *seal; brake piston* shows translation by adding information, using a loan word/loan words and omission.

26. Translation by adding information and using omission

Adding information and omission are used in translating some vehicle terms.

For example:

The original version: wire cable (left shifting shalf)

The translated version: สายเกียร์ /sa:j kia/
line+gear

(Mercedes, 2005: 19)

Wire cable (left shifting shalf) is omitted and the translator adds information สายเกียร์ /sa:j kia/ or line+gear instead.

In brief, *wire cable (left shifting shalf)* presents translation by adding information and omission.

27. Translation by describing a position, using metaphor and omitting something

Some vehicle terms need position description, metaphor and omission. These three strategies can be used together.

Example

The original version: hood sub-assembly

The translated version: ฝากระโปรงหน้า /fa: kra pro:ŋ na:/
lid+skirt+front

(Toyota, 2005: 5)

Hood is translated as ฝากระโปรง /fa: kra pro:ŋ/ or a lid+skirt because the translator compares it to a lady's skirt. *Sub-assembly* is omitted, but the translator adds หน้า /na:/ or *front* to explain the position of this part.

In brief, *hood sub-assembly* shows translation by describing a position, metaphor and omission.

28. Translation by describing material

Some vehicle terms are translated by describing material.

Example

The original version: window

The translated version: กระฉก /kra cok/
glass

(Mercedes, 2005: 6)

Window is translated as กระฉก /kra cok/ or *glass*, describing the material used in the window, because Thai readers understand that the glass refers to a window in a car.

In brief, *window* presents translation by using material description.

29. Translation by using literal translation, a position description and metaphor

Some vehicle terms are translated by describing a position and metaphor.

Example

The original version: strut

The translated version: คานหน้าหม้อน้ำ /kha:n na: mɔ : nam/
lever+front+pot+water

(Mercedes, 2005: 6)

A strut is a piece of metal that helps to support some parts in a vehicle. It is translated as คาน /kha:n/ or *lever*, a metaphor. The translator also describes the position. It is in front of the radiator.

In brief, *strut* is translated by using a position description and metaphor.

30. Translation by using metaphor, a loan word/loan words and a position description

Some vehicle terms are translated by using metaphor, a loan word/loan words and position description.

For example:

The original version: joint; jaw, clutch

The translated version: กำปูสากคลัตช์บน /ka:m pu: sa:k khlat bon/
a rough claw of a crab +clutch+up

(Isuzu, 2005: 38)

Joint and *jaw* are translated as ก้ามปู/สาก /ka:m pu: sa:k/ or *a rough claw of a crab*, a metaphor. *Clutch* is translated as คลัทช์ /khlət/, a loan word. Moreover, the translator describes the position of this part.

To sum up, 30 translation strategies are found in Isuzu, Toyota, BMW and Mercedes manuals. They are grouped according to the frequent translation strategies. In the first group, the frequent translation strategies used over 8 percentage are a loan word/loan words (11.5%), metaphor (11%), literal translation (10.5%), literal translation and a loan word/loan words (10.5%), adding information and literal translation (8.5%). The second group is moderately frequent translation strategies used over 2 percentage. There are literal translation and metaphor (6%), literal translation and omission (5%), function description (4.5%), a loan word/loan words and omission (4%), function and a loan word/loan words (3.5%), function description and literal translation (2.5%), literal translation, metaphor and omission (2.5%), literal translation, a loan word/loan words and omission (2.5%), literal translation and material description (2.5%), adding information, literal translation and a loan word/loan words (2%), adding information and a loan word/loan words (2%). The last group of frequent translation strategies (less than 2 percentage) is adding information, literal translation, and omission (1.5%), literal translation, a loan word/loan words and metaphor (1%), literal translation, position description and omission (1%), adding information, a loan word/loan words and metaphor (1%), adding information and metaphor (1%), a loan word/loan words and metaphor (1%), metaphor, a loan word/load words and position description (1%), a loan word/loan words and shape description (0.5%), function description and material description (0.5%), adding information, a loan word/loan words and omission

(0.5%), adding information and omission (0.5%), position description, metaphor and omission (0.5%), material description (0.5%), and literal translation, position description and metaphor (0.5).

Then, the major translation strategies found in Isuzu, Toyota, BMW and Mercedes manuals are presented in Table 2.

Table 2 The Major Translation Strategies Used in Vehicle Manuals

| No. | Translation strategies | Percentage (%) |
|-------|--|----------------|
| 1 | Translation by literal translation | 30.81 |
| 2 | Translation by using a loan word/loan words | 24.10 |
| 3 | Translation by using metaphor | 15.40 |
| 4 | Translation by omission | 10.09 |
| 5 | Translation by adding information | 9.52 |
| 6 | Translation by describing a function/functions | 6.16 |
| 7 | Translation by describing material | 1.96 |
| 8 | Translation by describing a position | 1.68 |
| 9 | Translation by describing a shape | 0.28 |
| Total | | 100 |

The table reveals nine major translation strategies used in 200 vehicle terms. Literal translation is not explained because literal translation in the target language is equivalent to the source language. Each translation strategy is explained as follows:

1. Translation by using a loan word/loan words is mostly used in translating vehicle terms. Loan words are easy to use because the translators do not have to waste their time finding Thai equivalents. Furthermore, the original meaning of the English word is not distorted.

For example:

The original version: control unit

The translated version: คอนโทรลยูนิต /khɔːn throːn juː nit/
control+unit

(Mercedes, 2005: 10)

Control is translated as คอนโทรล /khɔːn throːn/, a loan word, and *unit* is as ยูนิต /juː

nit/, another loan word.

2. Translation by using literal translation, especially with general words, is commonly used.

For example:

The original version: four-stroke engine

The translated version: เครื่องยนต์แบบสี่จังหวะ /khrɯaŋ jon beːp siː caŋ wa/
engine+type+four+stroke

(<http://www.bmw.co.th>)

Four is literally translated as สี่ /siː/ and *stroke* is equivalent to จังหวะ /caŋ wa/. *Engine*

is translated as เครื่องยนต์ /khrɯaŋ jon/, a Thai compound word meaning *engine* and

autonomy.

3. Translation by using metaphor or a word which is similar to some distinguishing features of a vehicle term is used. It is also a way to create new vocabularies in translation.

For example:

The original version: steering wheel

The translated version: พวงมาลัย /phuɑŋ ma: laj/

(<http://www.bmw.co.th>)

Steering wheel is translated as พวงมาลัย /phuɑŋ ma: laj/ or *Thai garland*, which is circular, a shape similar to a steering wheel.

4. Translation by adding information is also frequently used by translators. It helps Thai readers to understand clearly the translated vehicle term.

For example:

The original version: frame

The translated version: กรอบกระจกซ้าย /krɔ :p kra cok sa:j/
frame+glass+left

(Mercedes, 2005: 22)

Frame is translated as กรอบกระจกซ้าย /krɔ :p kra cok sa:j/ or frame+glass+left. In fact, it should be translated as กรอบ /krɔ :p/ or *frame*, but it is not clear enough. Therefore, the translator adds กระจกซ้าย /kra cok sa:j/ or glass+left to it. As a whole, it is *a left frame of glass*.

5. Translation by describing a function is needed in some vehicle terms

because Thai readers will perceive the function of a vehicle part better. It can assist the translators to solve non-equivalence problems in translating from English to Thai.

For example:

The original version: cover
 The translated version: ขายึด /kha: jɯt/
 leg+lock

(Mercedes, 2005: 11)

Cover is translated as ขายึด /kha: jid/or leg+fix. The translator explains that this spare part is fixed to some other parts of a vehicle.

6. Translation by omission; some unnecessary information makes Thai readers misunderstand the concept of that vehicle part. Therefore, it is omitted.

For example:

The original version: belt, v (*for fan and alternator*)
 The translated version: สายพาน /sa:j pha:n/
 belt

(Toyota, 2005: 1)

Belt is literally translated as สายพาน /sa:j pha:n/ or *belt*, but *for fan and alternator* is omitted.

7. Translation by describing a position explains the position of that vehicle part. Thai readers can differentiate a part in a vehicle from other vehicle parts in other positions.

For example:

The original version: propeller shaft

The translated version: เพลากลาง /phaw kla:n/
shaft+middle

(<http://www.bmw.co.th>)

Propeller is omitted. *Shaft* is literally translated as เพลา /plaw/ or *axle*. The translator describes the location of this part as *middle*.

8. Translation by describing material explains what kind of material is used.

For example:

The original version: window

The translated version: กระจก /kra cok/
glass

(Mercedes, 2005: 6)

Window is omitted, but the translator describes its material as กระจก /kra cok/ or *glass*.

9. Translation by describing a shape explains the shape of the part.

For example:

The original version: first-type caliper disc brake

The translated version: ดิสก์เบรกแบบคาลิเปอร์หัวกลม
/dit bre:k bɛ:p kha: li pɔ : hua klom/
disc+brake+type+caliper+round head

(<http://www.bmw.co.th>)

First-type is translated as หัวกลม /hua klom/ or *round head* because the translator wants to differentiate it from other parts. *Type* is literally translated as แบบ /bɛ:p/ or *type*. *Caliper* is translated as คาลิเปอร์ /kha: li pɔ :/, a loan word. *Disc* is translated as ดิสก์ /dit/, a loan word, and *brake* is as เบรค /bre:k/, a loan word.

To sum up, there are nine major translation strategies found, literal translation, a loan word/loan words, metaphor, adding information, function description, omission, position description, material description and shape description.

Then, the frequency of the translation strategies used in each car make is presented in Table 3.

Table 3 The Frequency of Translation Strategies Found in Each Car Make

| No. | Type of Translation Strategy | Car Brand Name | | | | | | | |
|-------|---|----------------|-----|-----------|-----|-----------|-----|-----------|-----|
| | | Isuzu | | Toyota | | BMW | | Mercedes | |
| | | Frequency | % | Frequency | % | Frequency | % | Frequency | % |
| 1 | Loan word | 3 | 6 | 1 | 2 | 13 | 26 | 6 | 12 |
| 2 | Metaphor | 10 | 20 | 6 | 12 | 3 | 6 | 3 | 6 |
| 3 | Literal translation | 3 | 6 | 4 | 8 | 11 | 22 | 3 | 6 |
| 4 | Literal translation+loan word | 6 | 12 | 5 | 10 | 4 | 8 | 6 | 12 |
| 5 | Adding information+literal translation | 3 | 6 | 1 | 2 | 7 | 14 | 6 | 12 |
| 6 | Literal translation+metaphor | 6 | 12 | 2 | 4 | - | - | 4 | 8 |
| 7 | Literal translation+omission | - | - | 10 | 20 | - | - | - | - |
| 8 | Function description | 1 | 2 | 2 | 4 | 1 | 2 | 5 | 10 |
| 9 | Loan word+omission | 5 | 10 | 2 | 4 | 1 | 2 | - | - |
| 11 | Function description+literal translation | 1 | 2 | 2 | 4 | - | - | 2 | 4 |
| 12 | Literal translation+metaphor+omission | 2 | 4 | 2 | 4 | - | - | 1 | 2 |
| 13 | Literal translation+loan word+omission | 2 | 4 | 2 | 4 | 1 | 2 | - | - |
| 15 | Adding information+literal translation+loan word | 2 | 4 | 2 | 4 | - | - | - | - |
| 16 | Adding information+loan word | - | - | - | - | 1 | 2 | 3 | 6 |
| 17 | Adding information+literal translation+omission | - | - | 2 | 4 | 1 | 2 | - | - |
| 18 | Literal translation+loan word+metaphor | 1 | 2 | - | - | - | - | 1 | 2 |
| 19 | Literal translation+position description+omission | - | - | 1 | 2 | 1 | 2 | - | - |
| 20 | Adding information+loan word+metaphor | - | - | - | - | - | - | 2 | 4 |
| 21 | Adding information+metaphor | - | - | 1 | 2 | - | - | 1 | 2 |
| 22 | Loan word+metaphor | - | - | - | - | 1 | 2 | 1 | 2 |
| 23 | Loan word+shape description | - | - | - | - | 1 | 2 | - | - |
| 24 | Function description+material description | - | - | - | - | 1 | 2 | - | - |
| 25 | Adding information+loan word+omission | 1 | 2 | - | - | - | - | - | - |
| 26 | Adding information+omission | - | - | - | - | - | - | 1 | 2 |
| 27 | Position description+metaphor+omission | - | - | 1 | 2 | - | - | - | - |
| 28 | Material description | - | - | - | - | 1 | 2 | - | - |
| 29 | Literal translation+position description+metaphor | - | - | - | - | - | - | 1 | 2 |
| 30 | Metaphor+loan word+position description | 1 | 2 | 1 | 2 | - | - | - | - |
| Total | | 50 | 100 | 50 | 100 | 50 | 100 | 50 | 100 |

In Table 3, for Isuzu manual, there are 17 strategies found in translating 50 vehicle terms. Translation by using metaphor (20%) is the most frequently found. The advantage of this strategy is that translators can create new terms in Thai, and Thai readers can recognize those new terms immediately.

For example:

The original version: cup; sealing

The translated version: ตา^๓น้ำ /ta: nam/
eye+water

(Isuzu, 2005: 43)

Cup is a small container which mostly carries liquid. When it is used in a vehicle, hot water from the radiator moves to it through a hose. It is like a cup, which carries water.

Sealing means to close the container so that water cannot get out. ตา^๓น้ำ /ta: nam/

or eye+water refers to *a hole to free water* from a part to another.

The next most frequent strategies found in Isuzu is translation by using literal translation and a loan word/loan words (12%) and literal translation and metaphor (12%). They can be divided into three major strategies, literal translation, a loan word/loan words and metaphor. Literal translation is a common way of translating when the source language is equivalent to the target language. Translation by using a loan word/loan words is to save time. The translators do not have to think of an equivalent. Translation by using metaphor compares some vehicle parts with something else. These strategies can be combined to solve a translation problem. Translation by using literal translation and a loan word/loan words is for example.

The original version: pipe; fuel

The translated version: แป๊ปน้ำมันเชื้อเพลิง /pɛ:p nam man chaɯa phlɯ:ŋ/

(Isuzu, 2005: 58)

Pipe is translated as แป๊ป /pɛ:p/, a loan word which undergoes sound change. *Fuel* is translated as น้ำมันเชื้อเพลิง /nam man chaɯa phlɯ:ŋ/ or oil+fuel.

An example of translation by using literal translation and metaphor is:

The original version: bonnet; big (gold)

The translated version: กันแมลงใหญ่(สีทอง) /kan ma lɛ:ŋ yaj si: tho : ŋ/
prevent+insect+big+gold

(Isuzu, 2005: 16)

Bonnet is translated as กันแมลง /kan ma lɛ:ŋ/ or prevent+insect, a metaphor. It is a metal part which covers the engine in the front of a motor vehicle. It is compared to a device that is a protection against insects. The word ใหญ่ /yaj/ is literally translated as *big*, and สีทอง /si: tho : ŋ/ is literally translated as *gold*.

The third most frequent translation strategy used in Isuzu is translation by using a loan word/loan words and omission (10%). This is a combination of two strategies. Omission is used when some information is not necessary for Thai readers and which sometimes confuses Thai consumers about the vehicle part.

For example:

The original version: fuse; slow blow

The translated version: ฟิวส์ /fiw/
fuse

(Isuzu, 2005: 5)

Fuse is translated as ฟิวส์ /fiw/ or *fuse*, a loan word. *Slow blow* is omitted.

In addition, there are other translation strategies found in the Isuzu manual. Firstly, the frequent translation strategies (6%) are a loan word/ loan words, literal translation, adding information and literal translation. Then, the frequent translation strategies (4%) are function description and a loan word/loan words, literal translation, metaphor and omission, literal translation, a loan word/loan words and omission, adding information, literal translation and a loan word/loan words. Finally, the frequent translation strategies (2%) are function description, function description and literal translation, literal translation and material description, literal translation, a loan word/loan words and metaphor, adding information, a loan word/loan words and omission, metaphor, a loan word/loan words and position description.

In the Toyota manual, there are 20 strategies used in translating vehicle terms. The most frequent translation strategy is literal translation and omission (20%).

For example:

The original version: glass sub-assembly, rear door inside, right

The translated version: กระจกประตูหลังข้างขวา /kra cok pra tu: laŋ kha:ŋ khwa:/
glass+door+rear+right

(Toyota, 2005: 7)

Glass is literally translated as กระจก /kra cok/ or *glass*, referring to a glass window, but *sub-assembly* is omitted. *Rear* is literally translated as หลัง /laŋ/ or *back*, and *door* is literally translated as ประตู /pra tu:/ or *door*. *Inside* is omitted, but *right* is literally translated as ข้างขวา /kha:ŋ khwa:/.

The second most frequent translation strategy found in the Toyota manual is metaphor (12%).

For example:

The original version: end sub-assembly, steering rack

The translated version: ลูกหมากเหล็ก พวงมาลัย /lu:k ma:k rek phuaŋ ma: laj/
areca nut+rack+garland

(Toyota, 2005: 20)

End which is connected to another part to make a vehicle move smoothly is translated as ลูกหมาก /lu:k ma:k/ or an areca nut because it looks like the circle of an areca. *Steering* is translated as พวงมาลัย /phuaŋ ma: laj/ or a garland. It is circular which is similar to a Thai garland.

The third most frequent translation strategy used in the Toyota manual is literal translation and a loan word/loan words (10%).

For example:

| | |
|-------------------------|--|
| The original version: | pump assembly, water |
| The translated version: | ชุดปั้มน้ำ /chut pam nam/ assembly+pump+water |

(Toyota, 2005: 1)

Pump is translated as /pump/, a loan word. *Assembly* is literally translated as ชุด /chut/or a set, and *water* is equivalent to น้ำ /nam/.

There are 17 additional strategies found in the Toyota manual. The frequent translation strategy (8%) is literal translation. The frequent translation strategies (4%) are literal translation and metaphor, a loan word/loan words and omission, function description, function description and literal translation, literal translation, metaphor and omission, literal translation, a loan word/loan words and omission, literal translation and material description, adding information, literal translation and a loan word/loan words, and adding information, literal translation and omission. The frequent translation strategies (2%) are adding information and literal translation, a loan word/loan words, function description and a loan word/loan words, literal translation, position description and omission, adding information, metaphor, position description, metaphor and omission, and metaphor a loan word/loan words and position description.

In the BMW manual, there are 17 translation strategies found. The most frequent translation strategy found in the BMW manual is a loan word/loan words (26%).

For example:

The original version: spoiler

The translated version: สปอยเลอร์ /sa pɔːj lɔː/

(<http://www.bmw.co.th>)

Spoiler is translated as สปอยเลอร์ /sa pɔːj lɔː/, a loan word. It is a raised part on a racing that stops the car lifting off the road at high speeds. (*Longman Dictionary of Contemporary English*, 2000: 1388)

The second most frequent translation strategy is literal translation (22%).

For example:

The original version: final drive

The translated version: เฟืองท้าย /famɯŋ tha:j/

(<http://www.bmw.co.th>)

Final is literally translated as ท้าย /tha:j/, and *drive* is literally translated as เฟือง /famɯŋ/.

The third most frequent translation strategy found in BMW is adding information and literal translation (14%).

For example:

The original version: light

The translated version: ไฟหน้า /faj naː/
light+front

(<http://www.bmw.co.th>)

Light is translated as ไฟหน้า /faj na:/ or light+front. The translator adds *front* to *light*.

In addition, there are other 14 translation strategies found in BMW. The most frequent translation strategy (8%) is literal translation and a loan word/loan words. Next, frequent translation strategies (6%) is metaphor. Finally, the frequent translation strategies (2%) are function description, function description and a loan word/words, a loan word/loan words and omission, literal translation, a loan word/loan words and omission, literal translation and material description, adding information and a loan word/loan words, adding information, literal translation and omission, literal translation, position description and omission, a loan word/loan words and shape description, a loan word/loan words and metaphor, function description and material description, and material description.

In Mercedes, there are 18 translation strategies found. The most frequent strategies are a loan word/loan words (12%), literal translation and a loan word/loan words (12%) and adding information and literal translation (12%).

Example 1

The original version: spring

The translated version: สปริง /sa priŋ/
spring

(Mercedes, 2005: 15)

Spring is translated as สปริง /sa priŋ/, a loan word.

Example 2

The original version: clutch pressure plate

The translated version: จานกดคลัทช์ /ca:n kot khlat/
plate+pressure+clutch

(Mercedes, 2005: 30)

Clutch is translated as คลัทช์ /khlat/, a loan word. *Pressure* is literally translated as กด /kot/, and *plate* is equivalent to จาน /ca:n/, a Thai word for *plate*.

Example 3

The original version: line/fuel return

The translated version: ท่อน้ำมันไหลกลับ /tho : nam man laj klap/
hose+oil+flowing+return

(Mercedes, 2005: 2)

Line is literally translated as ท่อ /tho :/, and *fuel* is translated as น้ำมัน /nam man/ or oil. The translator specifies the kind of fuel in translating. *Return* is literally translated as กลับ /klap/ or reverse. The translator adds flowing to additionally explain the translated term.

The second most frequent translation strategy found in Mercedes is function description (10%).

For example:

| | |
|-------------------------|-----------------------------|
| The original version: | cover |
| The translated version: | ขายึด /kha: yɯt/ leg+fix |

(Mercedes, 2005: 11)

Cover is translated as ขายึด /kha: yɯt/ or leg+fix. The translator describes the function of this part.

The third most frequent translation strategy found in Mercedes is literal translation and metaphor (8%).

For example:

| | |
|-------------------------|--|
| The original version: | air intake pipe |
| The translated version: | ท่อหม้อกรองอากาศ /thɔ : mɔ : krɔ :ŋ ?a: ka:t/ pipe+pot+filter+air |

(Mercedes, 2005: 13)

Air is literally translated as อากาศ /?a: ka:t/, and *pipe* is equivalent to ท่อ /thɔ :/.

Intake is translated as หม้อกรอง /mɔ : krɔ :ŋ/ or pot+filter because it contains and filters the air.

In addition, the frequent translation strategies (6%) are metaphor, literal translation, function description and a loan word/loan words, adding information and a loan word/loan words. The frequent translation strategies (4%) are function description and literal translation, adding information, a loan word/loan words and metaphor. The frequent

translation strategies (2%) are literal translation, metaphor and omission, literal translation and material description, literal translation, a loan word/loan words and metaphor, adding information and metaphor, a loan word/loan words and metaphor, adding information and omission and literal translation, position description and metaphor.

Chapter 5

Conclusion and Discussion

This chapter presents the summary of the study and discussion. In addition, applications and suggestions for further studies are provided.

Summary of the study

This study was an attempt to find out and analyze strategies used in translating vehicle terms in Toyota, Isuzu, Mercedes and BMW manuals from English into Thai. The translation strategies categorized by Baker (1992) were mainly adopted for the analysis.

The English and Thai versions were compared in order to find the translation strategies used. Then, the strategies were identified and categorized. Next, the frequency of all strategies was calculated in percentage.

The study answered the following research questions:

1. To find translation strategies found in Isuzu, Toyota, BMW and Mercedes manuals

Translation by using a loan word/loan words (24.10%) was the most frequently used in all the manuals. Translation by using metaphor (15.40%) was the second most frequent translation strategy. Furthermore, there were combined strategies found such as omission (10.09%) adding information (9.52%), function description (6.16%), material description (1.96%), position description (1.68%), and shape description (0.28%).

2. To analyze translation strategies in each car make manual

In Isuzu manual, the most frequent strategy was metaphor (20%). The second most frequently used translation strategies were literal translation and a loan word/loan words (12%), and literal translation and metaphor (12%). The third translation strategy most frequently used was a loan word/loan words and omission (10%). In Toyota, the most frequent strategy was literal translation and omission (20%). The second most frequent strategy was metaphor (12%), and the third was literal translation and a loan word/loan words (10%). In BMW, a loan word/loan words (26%) were the most frequently used. The second most used strategy was literal translation (22%), and the third strategy was adding information and literal translation (14%). In Mercedes, the most frequent strategies were a loan word/loan words (12%), literal translation and a loan word/loan words (12%), and adding information and literal translation (12%). The second strategy was function description (10%) and the third strategy was literal translation and metaphor (8%).

In brief, the most frequent translation strategy used was a loan word/loan words because it was often combined with other strategies.

Discussion

1. According to Vorajaroensrin (2002)'s analysis of translation strategies in 40 Thai restaurant menus, the most frequent strategy found was cultural substitution. Furthermore, Jarumetheechon (2003) analyzed the frequency of translation strategies used in the short story "Dust Underfoot." The most frequent translation strategy used was omission. However, translation by using a loan word/loan words was the most frequent translation

strategy used in translating vehicle terms. It can be concluded that different genres need different translation strategies.

2. Translation by using a loan word/loan words is a globalization strategy used in functional matter which needs the original concept. For example, the Thai word มวยไทย /muaj thaj/ or *Thai boxing* is translated by using loan words and literal translation, but it is finally translated as มวยไทย /muaj thaj/.

Application

The findings of the study can be applied as follows:

1. They can be used as guidelines in translating texts in commerce and industry so that translators can save time in translation. For example, *joy stick* is translated as ก้านควบคุม /ka:n khuap khum/ or stick+controlling, but someone humorously translates it as ก้านสนุก /ka:n sa: nuk/ or stick+fun. Finally, *joy stick* is translated by a loan word. This can perceive the original concept of this word.
2. They can be applied in the translation classroom to help students cope with translation problems. They can compare different translated manuals to find the best translation strategy and take it in translating in each.

Suggestions for further studies

Learners should interview mechanics or users whether they have problems in using the translated vehicle terms, what problems they have and their suggested ideas to solve these problems. Better understanding of translated vehicle terms will surely bring better communication and good services.

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APPENDIX

1. Translation by a loan word/loan words

Mercedes

- 1.1 The original version: brake drum
The translated version: ดรัมเบรก
drum+brake
- 1.2 The original version: control unit
The translated version: คอนโทรลยูนิต
control+unit
- 1.3 The original version: oil cooler
The translated version: ออยล์คูลเลอร์
oil+cooler
- 1.4 The original version: relay
The translated version: รีเลย์
relay
- 1.5 The original version: speedometer
The translated version: สวิตไมล์
switch+mile
- 1.6 The original version: spring
The translated version: สปริง
spring

Toyota

- 1.7 The original version: battery
The translated version: แบตเตอรี่
battery

Isuzu

- 1.8 The original version: battery
 The translated version: แบตเตอรี่
 battery
- 1.9 The original version: film
 The translated version: फिल्म
 film
- 1.10 The original version: guide; valve
 The translated version: ไกด์วาล์ว
 guide+valve

BMW

- 1.11 The original version: automatic differential brake
 The translated version: ออโต้เมติกดิฟเฟอเรนเชียลเบรก
 automatic+ differential brake
- 1.12 The original version: crash sensor
 The translated version: แครชเซ็นเซอร์
 crash+sensor
- 1.13 The original version: differential
 The translated version: ดิฟเฟอเรนเชียล
 differential
- 1.14 The original version: electronic immobiliser
 The translated version: อิเล็กทรอนิกส์อิมโมบิไลเซอร์
 electronic+immobiliser

1.15 The original version: generator (alternator)

The translated version: เจนเนอเรเตอร์ (อัลเทอเนเตอร์)
generator (alternator)

1.16 The original version: knock sensor

The translated version: น็อคเซ็นเซอร์
knock+sensor

1.17 The original version: mapped characteristic

The translated version: แมปคาร์เร็คเตอร์ริสติก
mapped characteristic

1.18 The original version: microfilter

The translated version: ไมโครฟิลเตอร์
microfilter

1.19 The original version: servotronic

The translated version: เซอร์โวโทรนิก
servotronic

1.20 The original version: spoiler

The translated version: สปอยเลอร์
spoiler

1.21 The original version: starter motor

The translated version: มอเตอร์สตาร์ท
motor+start

1.22 The original version: torque converter

The translated version: ทอร์คคอนเวอร์เตอร์
torque converter

1.23 The original version: valve

The translated version: วาล์ว
valve

2. Translation by using metaphor

Mercedes

2.1 The original version: differential case

The translated version: เสื้อดอกจอก
upper-body clothes+pistia stratiotes

2.2 The original version: housing

The translated version: ลิ้นชัก
drawer

2.3 The original version: short-block

The translated version: เสื้อสูบ
upper-body+pump

Toyota

2.4 The original version: plug, spark

The translated version: หัวเทียน
head+candle

2.5 The original version: chain sub-assembly

The translated version: โซ่ราวลิ้น
chain+line+tongue

2.6 The original version: end sub-assembly, steering rack

The translated version: ลูกหมากแร็ก พวงมาลัย
areca+rack+garland

- 2.7 The original version: grille sub-assembly, radiator
 The translated version: หน้ากระจัง
 front+Krajung (Thai tradition decorative design
 resembling leaf with serrated edge)
- 2.8 The original version: radiator assembly
 The translated version: หม้อน้ำ
 pot+water
- 2.9 The original version: shroud sub-assembly, fan
 The translated version: กระบังลมหม้อน้ำ
 diaphragm+pot+water
- Isuzu**
- 2.10 The original version: cup; sealing
 The translated version: ตาน้ำ
 eye+water
- 2.11 The original version: front skirt; side
 The translated version: ขายน้ำ
 edge+water
- 2.12 The original version: gage; differential
 The translated version: เสื้อดอกจอก
 upper-body clothes+pistia stratiotes
- 2.13 The original version: gear set
 The translated version: ชุดบายศรีเด็ดยหมู
 set+Baisri(lucky rice)+tenon+pig

- 2.14 The original version: holder; bearing
 The translated version: เสื้อคลุมปืน
 upper-body clothes+bearing ball
- 2.15 The original version: rod; push
 The translated version: ตะเกียบวาล์ว
 chopsticks+valve
- 2.16 The original version: door visor
 The translated version: คิ้วกันแดด
 eyebrow+awning
- 2.17 The original version: joint assemble
 The translated version: ลูกหมาก
 areca nut
- 2.18 The original version: knuckle; front axle right
 The translated version: ชุดคอผ้า
 set+throat+hose
- 2.19 The original version: washer; thrust, side
 The translated version: แหวนรอง
 ring+washer

BMW

- 2.20 The original version: spark plug
 The translated version: หัวเทียนประกายไฟ
 head+candle+spark

2.21 The original version: steering wheel

The translated version: พวงมาลัย
garland

2.22 The original version: wishbone

The translated version: ปีกนก
wing+bird

3. Translation by literal translation

Mercedes

3.1 The original version: front wheel hub

The translated version: ดุมล้อหน้า
hub+wheel+front

3.2 The original version: panelling (roof)

The translated version: หลังคา
roof

3.3 The original version: spindle

The translated version: สลัก
spindle

Toyota

3.4 The original version: blade front wiper, right

The translated version: ใบปัดน้ำกระจกหน้าขวา
blade+front+wiper+right

3.5 The original version: bulb(for rear combination lamp)

The translated version: หลอดไฟโคมไฟท้าย
bulb+combination lamp+rear

- 3.6 The original version: headlamp assembly, left
 The translated version: ไฟใหญ่หน้าทั้งชุด ข้างซ้าย
 headlamp+assembly+left
- 3.7 The original version: pedal assembly
 The translated version: ชุดเหยียบคันเร่ง
 assembly+pedal

Isuzu

- 3.8 The original version: drive; final, rear
 The translated version: เฟืองท้าย
 drive+rear
- 3.9 The original version: tank; fuel
 The translated version: ถังน้ำมันเชื้อเพลิง
 tank+oil+fuel
- 3.10 The original version: shaft; axle rear
 The translated version: เพลาหลัง
 axle+rear

BMW

- 3.11 The original version: crankshaft
 The translated version: เพลาเหวี่ยง
 crankshaft
- 3.12 The original version: eight-cylinder engine
 The translated version: เครื่องยนต์ 8 สูบ
 eight-cylinder engine

3.21 The original version: tyre defeat indicator

The translated version: ตัววัดความบกพร่องของยาง
indicator+defeat+tyre

4. Translation by using literal translation and a loan word/loan words

Mercedes

4.1 The original version: brake hose

The translated version: ท่อเบรค
hose+brake

4.2 The original version: clutch pressure plate

The translated version: จานกดคลัช
plate+pressure+clutch

4.3 The original version: fan drive

The translated version: คลัชพัดลม
clutch+fan

4.4 The original version: snap ring

The translated version: แหวนล็อก
ring+lock

4.5 The original version: switch (back-up light switch)

The translated version: สวิตไฟถอย
switch+light+back-up

4.6 The original version: water pump

The translated version: ปั๊มน้ำ
pump+water

Toyota

4.7 The original version: gasket, cylinder head cover

The translated version: ปะเก็นฝาหัวลิ้ว
gasket+head cover+valve

4.8 The original version: gasket, water inlet housing

The translated version: ปะเก็นวาล์วน้ำ
gasket+valve+water

4.9 The original version: pump assembly, water

The translated version: ชุดปั้มน้ำ
assembly+pump+water

4.10 The original version: pump fuel

The translated version: ปั้มนเชื้อเพลิงในถังน้ำมัน
pump+fuel+in+tank

4.11 The original version: nut (for front axle hub, left)

The translated version: น๊อตดุมเพลลาหน้าด้านซ้าย
nut+button+axle+front+left

Isuzu

4.12 The original version: clip; oil pipe

The translated version: คลิปยึดแป้บน้ำมัน
clip+hold+pipe+oil

4.13 The original version: drum brake rear

The translated version: จานเบรคหลัง
drum+brake+rear

- 4.14 The original version: filter; busing
 The translated version: กรองน้ำมัน
 filter+bush
- 4.15 The original version: pipe; fuel
 The translated version: แป๊ปน้ำมันเชื้อเพลิง
 pipe+oil+fuel
- 4.16 The original version: shock absorber kit
 The translated version: โช้คอัพชุด
 shock+absorber+kit
- 4.17 The original version: torsion bar; front, right
 The translated version: ทอชั่นบาร์หน้าขวา
 torsion+bar+front+right
- BMW**
- 4.18 The original version: diesel engine
 The translated version: เครื่องยนต์ดีเซล
 engine+diesel
- 4.19 The original version: swing axle (double pirot)
 The translated version: เพลาสวิง (แกนหมุนคู่)
 axle+swing+pirot+double
- 4.20 The original version: valve gear
 The translated version: เฟืองขับวาล์ว
 valve+gear

4.21 The original version: Z axle

The translated version: เพลา Z
axle+z

5. Translation by adding information and literal translation

Mercedes

5.1 The original version: clamp

The translated version: เหล็กรัดท่อไอเสีย
iron+fasten+pipe+exhaust

5.2 The original version: frame

The translated version: กรอบกระจกซ้าย
frame+glass+left

5.3 The original version: guide rail

The translated version: รางกระจกประตู
rail+glass+door

5.4 The original version: hose between the nozzle

The translated version: ท่อน้ำมันหัวฉีด
hose+oil+nozzle

5.5 The original version: line/fuel return

The translated version: ท่อน้ำมันไหลกลับ
line+oil+flowing+return

5.6 The original version: rubber buffer

The translated version: ยางกันกระแทกแหนบหลัง
rubber+buffer+leaf spring+rear

Toyota

- 5.7 The original version: fan
- The translated version: พัดลมหม้อน้ำ
fan+pot+water

Isuzu

- 5.8 The original version: guide; steel/tire hang
- The translated version: ตัวนำเหล็กชั้นยางอะไหล่
guide+iron+loose+tyre+spare part
- 5.9 The original version: retainer; harness
- The translated version: ตัวยึดสายไฟ
retainer+wire
- 5.10 The original version: steel canopy
- The translated version: หลังคากระบะเหล็ก
canopy+pick up track+steel

BMW

- 5.11 The original version: airbag
- The translated version: ถุงลมนิรภัย
airbag+safety
- 5.12 The original version: light
- The translated version: ไฟหน้า
light+front
- 5.13 The original version: rain sensor
- The translated version: ระบบวัดน้ำฝนอัตโนมัติ
system+measure+rain+automatic

- 5.14 The original version: tire
 The translated version: ยางรถยนต์
 tire+car
- 5.15 The original version: transaxle
 The translated version: เพลาพร้อมระบบส่งกำลังแบบเพลาพร้อม
 axle+join+system+trans+power+type+axle+join
- 5.16 The original version: windshield
 The translated version: กระจกหน้าแบบควบคุมอุณหภูมิ
 glass+front+type+control+temperature
- 5.17 The original version: shock absorbers
 The translated version: ที่รองรับกันกระแทก
 absorber+protect+crash

6. Translation by using literal translation and metaphor

Mercedes

- 6.1 The original version: air cleaner
 The translated version: หม้อกรองอากาศ
 pot+filter+air
- 6.2 The original version: air intake pipe
 The translated version: ท่อหม้อกรองอากาศ
 pipe+pot+filter+air
- 6.3 The original version: antinoise capsule
 The translated version: แผ่นกรองเสียง
 plate+filter+noise

6.4 The original version: spacer washer

The translated version: แหวนรอง
ring+spacer

Toyota

6.5 The original version: cleaner assembly, air

The translated version: ชุดหม้อกรองอากาศ
assembly+pot+filter+air

6.6 The original version: coil assembly, ignition

The translated version: ชุดปลั๊ก & คอยล์ หัวเทียน
assembly+plug+coil+ignition

Isuzu

6.7 The original version: bonnet; big (gold)

The translated version: กันแมลงใหญ่ (สีทอง)
protect+insect+big+gold

6.8 The original version: fender; front right

The translated version: บังโครงหน้าขวา
protect+frame+front+right

6.9 The original version: foot; engine right

The translated version: ตุ๊กตาแทนเครื่องขวา
doll+mounting+engine+right

6.10 The original version: magnet; oil pan

The translated version: แม่เหล็กอ่างน้ำมันเครื่อง
magnet+tank+oil+engine

- 6.11 The original version: shoe kit
 The translated version: ชุดกำมเบรก
 kit+clutch+brake
- 6.12 The original version: u-bolt; rear spring
 The translated version: ส้าแหรคแหนบหลัง
 rattan for carrying-frame+leaf spring+rear

7. Translation by literal translation and omission

Toyota

- 7.1 The original version: bearing (for front axle hub, right)
 The translated version: ลูกป็นดุมล้อหน้าขวา
 bearing ball+button+wheel+front+right
- 7.2 The original version: belt, v (for fan and alternator)
 The translated version: สายพาน
 belt
- 7.3 The original version: bulb (for side turn signal lamp)
 The translated version: หลอดไฟเลี้ยวข้าง
 bulb+turn+side
- 7.4 The original version: filter assembly, fuel
 The translated version: กรองน้ำมันเชื้อเพลิง
 filter+oil+fuel
- 7.5 The original version: glass sub-assembly, rear door, right
 The translated version: กระจกประตูหลังข้างขวา
 glass+door+rear+right

- 7.6 The original version: handle sub-assembly, front door inside, right
 The translated version: มือเปิดประตูหน้าตัวในข้างขวา
 handle+open+door+front+inside+right
- 7.7 The original version: horn assembly, high pitched
 The translated version: แตร, เสียงสูง
 horn+high pitch
- 7.8 The original version: panel sub-assembly, front door right
 The translated version: ประตูหน้าข้างขวา
 door+front+right

Toyota

- 7.9 The original version: hub sub-assembly, front axle, right
 The translated version: ดุมล้อเพลาน้ำข้างขวา
 hub+wheel+axle+front+right
- 7.10 The original version: hub & bearing assembly, rear axle, right
 The translated version: ลูกปืน & ดุมล้อหลัง ข้างขวา
 bearing ball+hub+wheel+rear+right

8. Translation by function description

Mercedes

- 8.1 The original version: adjuster
 The translated version: ชุดตั้งเบรก
 assembly+set+brake
- 8.2 The original version: catch
 The translated version: ขาล็อค
 leg+lock

- 8.3 The original version: cover
 The translated version: ขายึด
 leg+fix
- 8.4 The original version: fuel strainer
 The translated version: ตัวกักแรงดัน
 block+pressure
- 8.5 The original version: safety cartridge
 The translated version: ไส้กรองอากาศ
 intestines+filter+air
- Toyota**
- 8.6 The original version: slipper chain tensioner
 The translated version: ตัวดันโซ่
 push+chair
- 8.7 The original version: damper chain vibration
 The translated version: ตัวโซ่รอง
 supporter+chain
- Isuzu**
- 8.8 The original version: arm; check front door
 The translated version: ตัวหน่วงประตู
 delay+door
- BMW**
- 8.9 The original version: bumper
 The translated version: กันชน
 protect+crash

9. Translation by using a loan word/loan words and omission

Toyota

9.1 The original version: alternator assembly

The translated version: ไดชาร์จ
dycharge

9.2 The original version: starter assembly

The translated version: ไดสตาร์ท
dystart

Isuzu

9.3 The original version: fuse; slow blow

The translated version: ฟิวส์
fuse

9.4 The original version: gasket; by pass pipe

The translated version: ประเก็น
gasket

9.5 The original version: spring; coil front

The translated version: คอilyสปริง
coil+spring

9.6 The original version: stud; oil drain pipe

The translated version: สตั๊ด
stud

9.7 The original version: pulley assemble; idler, compressor

The translated version: พู่เลย์คอมเพรสเซอร์
pulley+compressor

BMW

9.8 The original version: diesel catalytic convertor

The translated version: ดีเซลคาตาลีติค
diesel+catalytic

10. Translation by using function description and a loan word/loan words**Mercedes**

10.1 The original version: bearing bracket (refrigerant compressor)

The translated version: ขายึดคอมเพรสเซอร์แอร์
leg+fix+compressor+air

10.2 The original version: fastener

The translated version: กิ๊ปล็อก
gift+lock

10.3 The original version: gasket

The translated version: ปะเก็นอ่างน้ำมัน
gasket+basin+oil

Toyota

10.4 The original version: cylinder kit, brake master

The translated version: ชุดซ่อมแม่ปั้มเบรก
kit+maintenance+master+pump+brake

Isuzu

10.5 The original version: clamp; pipe return

The translated version: ตัวยึดแป๊ป
fixing+pipe

- 10.6 The original version: clip; sedimenter
 The translated version: คลิปกรองดักน้ำ
 clip+filter+water

BMW

- 10.7 The original version: air intake
 The translated version: ท่อไอดี
 pipe+ID

11. Translation by function description and literal translation

Mercedes

- 11.1 The original version: exhaust manifold
 The translated version: ท่อร่วมไอเสีย
 pipe+join+exhaust
- 11.2 The original version: oil dipstick
 The translated version: เหล็กวัดน้ำมัน
 iron+measure+oil

Toyota

- 11.3 The original version: bulb, fog lamp
 The translated version: หลอดไฟตัดหมอก
 bulb+cut+fog
- 11.4 The original version: cover, front bumper
 The translated version: กันชนหน้า
 bumper+front

Isuzu

11.5 The original version: adjuster; rear break right

The translated version: ตัวตั้งเบรกลังขวา
set+brake+rear+right

12. Translation by using literal translation, metaphor and omission**Mercedes**

12.1 The original version: covering (steel disc wheel)

The translated version: ฝาครอบล้อ
lid+cover+wheel

Toyota

12.2 The original version: moulding, windshield, outer upper

The translated version: คิ้วกระจกบังลมหน้า
eyebrown+glass+protect+wind+front

12.3 The original version: rod assembly, tie, right

The translated version: ลูกหมากคันชักทั้งชุด /luuk maak khan chak tha | chud/
arena nut+long handle+assembly

Isuzu

12.4 The original version: leaf spring assemble; rear

The translated version: แหนบหลัง
leaf spring+rear

12.5 The original version: rail assemble, panel right

The translated version: ราวกระบะขวา
rail+pick up track+right

13. Translation by using literal translation, a loan word/loan words and omission

Toyota

13.1 The original version: shock absorber assembly, front suspension, right

The translated version: ชุดใช้ค้ำพหน้าข้างขวา
assembly+shock absorber+front+right

13.2 The original version: pad kit, disc brake, front (pad only)

The translated version: ชุดแผ่นผ้าดิสเบรกล้อหน้า
kit+pad+disc+brake+wheel+front

Isuzu

13.3 The original version: caliper; front disc right

The translated version: คาลิปเปอร์ดิสเบรคหน้า
caliper+disc+brake+front

13.4 The original version: diod; cable harness

The translated version: สายไดโอด
line+diode

BMW

13.5 The original version: gearbox, manual-shift

The translated version: ชุดเกียร์
set+gear

14. Translation by literal translation and material description

Mercedes

14.1 The original version: support (entrance, left)

The translated version: เหล็กบันไดหน้าซ้าย
iron+ladder+front+left

Toyota

14.2 The original version: insulator, engine mounting, front

The translated version: ลูกยางแทนเครื่องหน้า
(rubber+mounting+engine+front)

14.3 The original version: weather strip, front door, right

The translated version: ยางขอบประตูหน้าข้างขวา
rubber+edge+door+front+right

Isuzu

14.4 The original version: frame; guard, rear body

The translated version: โครงเหล็กกระบะท้าย
frame+iron+pick up truck+rear

BMW

14.5 The original version: door anchors

The translated version: คานเหล็กนิรภัยที่ประตู
bar+iron+safety+door

15. Translation by adding information, literal translation and a loan word/**loanwords****Toyota**

15.1 The original version: disc, rear

The translated version: จานดิสเบรกล้อหลัง
disc+disc+brake+wheel+rear

- 15.2 The original version: lens, license plate lamp
 The translated version: เลนส์ไฟส่องสว่างที่ป้ายฝาท้าย
 lens+light+plate+lid+rear

Isuzu

- 15.3 The original version: hose; air, transfer
 The translated version: ท่อยางเกียร์ทรานสเฟอร์
 hose+rubber+gear+transfer
- 15.4 The original version: sensor; water temperature
 The translated version: เซ็นเซอร์วัดอุณหภูมิน้ำหล่อเย็น
 sensor+measure+temperature+water+cooler

16. Translation by using added information and a loan word or loan words

Mercedes

- 16.1 The original version: catalyst
 The translated version: ท่อแคทตาไลติก
 pipe+catalyst
- 16.2 The original version: flywheel
 The translated version: เฟืองฟลายวีล
 drive+flywheel
- 16.3 The original version: master cylinder
 The translated version: แม่ปั๊มครัช
 master+pump+clutch

BMW

16.4 The original version: limited-slip differential

The translated version: เฟืองดิฟเฟอเรนเชียลแบบป้องกันการหมุนฟรี
drive+differential+type+protect+circle+free

17. Translation by adding information, literal translation and omission**Toyota**

17.1 The original version: cooler sub-assembly, power steering oil

The translated version: ท่อระบายความร้อน น้ำมันเพาเวอร์
pipe+cooler+power+oil

17.2 The original version: tube sub-assembly, return

The translated version: ท่อไหลกลับน้ำมัน
pipe+flowing+return+oil

BMW

17.3 The original version: compact rear axle

The translated version: เพลาหลังอะลูมิเนียม
axle+rear+aluminium

18. Translation by using literal translation, a loan word/loan words and metaphor**Mercedes**

18.1 The original version: clip windshield

The translated version: คลิปล็อกคิ้วกระจก
clip+lock+eyebrow+glass

Isuzu

18.2 The original version: strainer; oil drain pipe

The translated version: ฝักบัวปั้มน้ำมันเครื่อง
watering pod+pump+oil+engine

19. Translation by literal translation, position description and omission**Toyota**

19.1 The original version: emblem, radiator grille

The translated version: เครื่องหมายติดหน้ากระจัง
emblem+fix+front+Krajung(Thai traditional decorative design resembling leaf with serrated edge)

BMW

19.2 The original version: proller shaft

The translated version: เพลากลาง
shaft+middle

20. Translation by using added information, a loan word/loan words and metaphor**Mercedes**

20.1 The original version: boot (seal ring)

The translated version: บูทยางโอริง
boot+rubber+o+ring

20.2 The original version: seal ring

The translated version: ยางโอริง
rubber+o+ring

21. Translation by using added information and metaphor

Mercedes

21.1 The original version: joint

The translated version: ลูกหมากปีกนกบน
areca nut+wing+bird+up

Toyota

21.2 The original version: wheel, disc

The translated version: กะทะล้ออัลลอย
pan+wheel+alloy

22. Translation by using a loan word/words and metaphor

Mercedes

22.1 The original version: brake disc

The translated version: จานเบรก
disc+brake

BMW

22.2 The original version: multifunction steering wheel

The translated version: พวงมาลัยแบบมัลติฟังก์ชัน
garland+type+multifunction

23. Translation by using a loan word/words and shape description

BMW

The original version: first-type caliper disc brake

The translated version: ดิสก์เบรกแบบคาลิเปอร์หัวกลม
disc+brake+type+caliper

24. Translation by function description and material description

BMW

The original version: stabilizer

The translated version: เหล็กกันโครง
iron+protect+frame

25. Translation by using added information, a loan word/words and omission

Isuzu

The original version: seal; brake piston

The translated version: ซีลเกียร์อัตโนมัติ
seal+gear+auto

26. Translation by using added information and omission

Mercedes

The original version: wire cable (left shifting shalf)

The translated version: สายเกียร์
line+gear

27. Translation by using position description, metaphor and omission

Toyota

The original version: hood sub-assembly

The translated version: ฝากระโปรงหน้า
lid+skirt+front

28. Translation by material description**BMW**

The original version: window

The translated version: กระจก
glass

29. Translation by using literal translation, position description and metaphor**Mercedes**

The original version: strut

The translated version: คานหน้าหม้อน้ำ
strut+front+pot+water

30. Translation by using metaphor, a loan word/words and position description**Isuzu**

The original version: joint; jaw, clutch

The translated version: กำปูสากคลัตช์บน
claw of a crab+rough+clutch+up

Toyota

The original version: mortar, cooling fan

The translated version: มอเตอร์พัดลมหม้อน้ำ
motor+fan+pot+water

VITA

VITA

Name: Miss Wanpen Poommarin

Date of Birth: June 6, 1978

Place of Birth: Chonburi

Address: 616 Moo 1 T. Nongphikaew A. Banbung, Chonburi 20220

Educational Background:

| | |
|------|---|
| 2005 | Master of Arts (English) from Srinakharinwirot University |
| 2000 | Bachelor of Arts (English) from Thaksin University |
| 1996 | Upper Secondary School Certificate from Muang District Non-Formal Education Service Center |