

A STUDY OF TRANSLATION STRATEGIES EMPLOYED IN

JATUJAK MARKET GUIDEBOOK

A MASTER'S PROJECT

BY

CHAIYAPORN ROEKMONGKHONWIT

Presented in partial fulfillment of the requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

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AN ABSTRACT

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This study aims to study translation strategies employed in translating a travel document entitled *Jatujak Market Guidebook* from the source Thai language to the target English language. Every Thai source word and English target word presented in first two chapters named *Thai Style Goods* and *New Products* from the guidebook were collected as the examples. Translation strategies for non-equivalence at word level explored by Mona Baker (1992) were used as a tool to analyze the study.

The findings illustrated that seven translation strategies were found in translating the Thai words to English language in both mentioned chapters. The most frequently found translation strategy was the translation by paraphrase using a related word at 25%. The other strategies were: the translation by cultural substitution, 18.75%; the translation by omission, 17.70%; the translation by a loan word or loan word plus explanation, 14.58%; the translation by paraphrase using unrelated words, 11.45%; the translation by a more general word, 8.33%; and the translation by a more / less expressive word, 4.16%. However, the translation by illustration was not found in this study.

The results revealed that the difference between Thai and English languages in terms of concepts cause the non-equivalence at word level in the translation. As a result, some Thai words could not be directly translated to English. However, the translators of the guidebook try to maintain the meaning of the source Thai language by using related

English target words with near equivalent meanings to those Thai words. Furthermore, the translators applied the translation by cultural substitution to convey the specific meanings of Thai terms used in the traditional Thai handicraft that could not be clarified in English. Beneficially, the translation of this travel document broadens the view of the foreign readers to learn more about Thai culture, art, and handicraft.

การศึกษากลยุทธ์ในการเปลี่ยนหนังสือแนะนำการท่องเที่ยวตลาดนัดจตุจักร

บทคัดย่อ

ของ

ชัยพร ฤกษ์มงคลวิทย์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

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ผู้ช่วยศาสตราจารย์เพ็ญณี ดิสกะประกาย.

สารนิพนธ์นี้มีวัตถุประสงค์ เพื่อศึกษากลยุทธ์ในการแปลหนังสือแนะนำการท่องเที่ยวตลาดนัดจตุจักรจากภาษาไทยเป็นภาษาอังกฤษ ผู้วิจัยคัดเลือกคำศัพท์ภาษาไทยและภาษาอังกฤษที่ปรากฏอยู่ในหัวข้อ “สินค้าไทย” และ “ผลิตภัณฑ์ใหม่” เป็นตัวอย่างของการศึกษา โดยใช้กลยุทธ์ในการแปลระดับคำของ โมนา เบเคอร์ (1992) เป็นเครื่องมือในการวิเคราะห์

ผลการศึกษาคือ ผู้วิจัยพบกลยุทธ์ในการแปลจำนวน 7 ชนิด ในการแปลคำศัพท์ภาษาไทยเป็นภาษาอังกฤษ กลยุทธ์ที่พบมากที่สุด คือ กลยุทธ์ในการใช้คำที่มีความหมายสัมพันธ์กัน ประมาณ 25% กลยุทธ์ที่พบมากรองลงมาได้แก่ กลยุทธ์การนำวัฒนธรรมของแต่ละภาษามาอธิบายในการแปล ประมาณ 18.75% กลยุทธ์การตัดคำ ประมาณ 17.70% กลยุทธ์การยืมคำในภาษาต้นฉบับและเพิ่มคำอธิบาย ประมาณ 14.58% กลยุทธ์การใช้คำที่มีความหมายไม่สัมพันธ์กับภาษาต้นฉบับ ประมาณ 11.45% กลยุทธ์การใช้คำที่มีความหมายกว้างกว่าภาษาต้นฉบับ ประมาณ 8.33% และกลยุทธ์การใช้คำที่มีความหมายแฝงเชิงบวกและลบ ประมาณ 4.16% อย่างไรก็ตาม กลยุทธ์การยกตัวอย่าง เป็นกลยุทธ์ที่ไม่พบในการศึกษาครั้งนี้

จากผลการศึกษาจะสังเกตได้ว่า รูปแบบของภาษาไทยและภาษาอังกฤษมีความแตกต่างกันในแง่ของแนวคิด ดังนั้นความไม่เท่าเทียมกันในความหมายของคำศัพท์จึงเกิดขึ้นในกระบวนการแปล ทำให้คำศัพท์ภาษาไทยบางคำอาจไม่สามารถแปลเป็นภาษาอังกฤษได้โดยตรง แต่อย่างไรก็ตาม ผู้แปลหนังสือแนะนำการท่องเที่ยวฉบับนี้ได้พยายามรักษาความหมายของข้อความต้นฉบับภาษาไทย โดยเลือกใช้คำศัพท์ภาษาอังกฤษที่มีความหมายใกล้เคียงกับคำศัพท์ภาษาไทยเหล่านั้น นอกจากนี้ ผู้แปลยังได้ใช้กลยุทธ์การอธิบายวัฒนธรรมของภาษาไทยในการถ่ายทอดความหมาย

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ระบุความหมายได้อย่างชัดเจนในภาษาอังกฤษ เพื่อเปิดโลกทัศน์ให้กับผู้อ่านชาวต่างประเทศได้
เรียนรู้วัฒนธรรม ศิลปะ และงานหัตถกรรมของชาวไทย

The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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

..... Dean of the Faculty of Humanities
(Assistant Professor Chaleosri Pibulchol)

January , 2006

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CHAPTER 1

INTRODUCTION

Background

Nowadays, rapid developments in information technology, together with societal changes, have increased awareness of and demand for education (White. 2003 : 1). With the communication technology, a swift transferring of information encourages people to learn new concepts, exchange perspectives, reflect on solutions to new dilemmas, and cooperate in the practice of change and critically review it. In fact, the whole world is divided into various countries. The distinctions between forms of languages in terms of alphabets, vowels, structures, and concepts, may influence many people who live in different countries with the difficulty to learn modern knowledge necessary and exchange experiences among each other.

Translation is the inevitable solution of the limitation in transmission. Douglas Robinson (1997 : 51) states that translation is an intelligent activity which requires creative problem solving in novel textual, educational, social, and cultural conditions. Gradually, translation begins to play, and continues to play, a key role in the development of world civilization. For example, translation has played a major part in the movement of knowledge and innovation from ancient Greece to Persia, from India to Arab nations, from Islam to Christianity and from Europe to China, Japan, and many countries in Asia (*Translators through History*. 2005 : Online). Up to present, translation has become an effective approach to the process of learning new knowledge, which is required for people

who live in different countries and need to bridge problems occurring in international communication.

Translation contains elements of changing from one form of one language to another, to turn into one's own or another's language (Larson. 1984 : 3). The form from which translation is made will be called, "Source Language", and the form into which it is to be changed will be called, "Target Language". The source language being transferred must be held constant, firstly in terms of meaning and secondly in terms of style. This is an important task of translators. They cope with translation problems to express concept, knowledge, and information from a source language and translate them into a target language most people can understand.

Vanessa Leonardi (2000 : Online) suggests that the notion of equivalence is undoubtedly one of the most problematic and controversial areas in the field of translation. In translation procedures, the non-equivalence at word level between the source language and the target language is one of many problems that translators have to deal with. The non-equivalence at word level means that the target language has no any direct equivalence for a word or expressions, which occurs in the source language (Baker. 1992 : 20). Thus, translators may not understand complicated meanings of vocabularies, technical terms, or idioms, which are presented in the source language. They can not select any target language word that can correctly transfer the original meaning as the source language words do.

However, Mona Baker (1992 : 26) is one of translation professors who explores many effective translation strategies applied by various translators to solve the non-

equivalence at word level in documentary translation. Mona Baker's translation strategies for non-equivalence at word level (1992 : 26-42) are listed as follows:

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

The details of each of Mona Baker's eight translation strategies are presented in the second chapter of this study as a review of related literature, including sample texts in Thai and English.

English is probably the most widely translated language in the world. It also happens to be the language in which most of texts are written (Baker. 1992 : 7). So, a large portion of Thai text have been translated to English language such as novels, autobiographies, newspapers, magazines, as well as guidebooks that are used in conveying the message about products, services, companies, organizations, or tourist attractions to potential customers.

Jatujak Market Guidebook is one of many Thai traveled guidebooks that are translated to English language. The guidebook acts as a promotional document to introduce the foreign readers to learn more about *Jatujak Weekend Market*, a well-known

tourist attraction located in Bangkok, Thailand. It is also accepted as the greatest and the most famous weekend market in the world (*Jatujak Market Guidebook*. 2004 : 1).

The *Jatujak Market Guidebook* is translated from Thai to English language in order to promote famous shops and prominent restaurants placed in the market. Additionally, the foreign readers can study the guidebook as an instruction to visit the market and purchase Thai OTOPs (One Tambon, One Product) retailed there such as Thai classical hand-woven fabric, woodcarving, leather products, metal utensils, pottery, Thai food, and etc. In this case, the translators should be accurate in choosing appropriate word choices so that the foreign readers can correctly understand the idea of the text.

Consequently, the researcher is interested to study translation strategies employed in the *Jatujak Market Guidebook*. Mona Baker's translation strategies for non-equivalence at word level (1992) are applied to analyze word choices in translation. The findings illustrate the translators' English translation used in presenting the helpful message about tourism in Thailand to the foreign readers.

Objectives of the Study

1. To study how Mona Baker's translation strategies (1992) are found in translating the non-equivalence at word level in the *Jatujak Market Guidebook*.

2. To illustrate the frequency of each of translation strategies found in the *Jatujak Market Guidebook*.

Research Questions

1. Which of Mona Baker's translation strategies at the word level (1992) are found in the *Jatujak Market Guidebook*?

2. What is the frequency of each of translation strategies found in the *Jatujak Market Guidebook*?

Significance of the Study

The researcher intends to study Mona Baker's translation strategies for non-equivalence at word level (1992) that are found in translating the travel document entitled *Jatujak Market Guidebook* from Thai to English language. The findings of the study show various translation strategies that the translators use in translating the source Thai text to the target English text, presenting the translators' abilities in terms of translation skills and word choices. General people and students who want to apply for a job as a translator can make use of this study as the instructional guideline to learn relevant translation and be able to use strategies to cope with problems happening in translation procedures. The outcomes can stimulate translators and students who involve in translation to produce effective translated works and may encourage them to discover further beneficial research topics related to translation. In addition, this study can equip general readers with useful information by introducing the *Jatujak Weekend Market*, one of the most famous tourist attractions in Bangkok, Thailand.

Scope of the Study

This study was based on the text taken from the *Jatujak Market Guidebook* published by *Bon Voyage (Thailand)*. Every Thai and English text presented in first two chapters of the guidebook entitled *Thai Style Goods* and *New Products* was analyzed to study the non-equivalence in translation by using Mona Baker's translation strategies for non-equivalence at word level (1992) as a tool to analysis. The results presented the translators' communication skills in terms of word selection used in translating the text from the source Thai language to the target English language. However, the researcher aimed to mainly study the strategies used in translation, so any wrong spelling and grammatical mistakes appearing in the guidebook was not analyzed in this research.

Expected Outcomes of the Study

Not only do the researcher benefits from the knowledge of translation strategies, students and people who are interested in translation also learn how to select the target words in translation procedures. So, the researcher expects that the outcomes will be as follows:

1. The details in this study will broaden the awareness of Thai students who are interested in studying translation on the importance of translation and help them understand the strategies used in translating non-equivalent words in the Thai text.
2. Translators, students, and people who involve in translation can study and make use of translation strategies to create better-translated works.

Definition of Terms

1. **Source Language** is the words and style of writing used in the first writing.
2. **Target Language** is the words and style of writing applied by the people of a particular country or area, in which the source language is to be translated.
3. **Source Text** is a writing of the original language such as a document, a book, and / or any piece of written material in which the translation would be made.
4. **Target Text** is a written work, which is translated into other different languages.
5. **Target Readers** mean a group of people who will read the translation.
6. **Equivalence** refers to the target language, which has the same meaning as the source language. When equivalence occurs in translation, it means that the target language can clarify the meaning of the source language.
7. **Super-ordinate** is a general word whose meaning includes meanings of other specific words. For example, the meaning of the word "transportation" covers meanings of many specific words such as "automobile", "train", "ship", and "airplane".
8. **Hyponym** is a specific word that is conceptually included within the definition of the super-ordinate word. For example, "scarlet", "vermilion", and "crimson" are all hyponyms of the word "red".

Furthermore, some abbreviations were used in studying Mona Baker's translation strategies for non-equivalence at word level (1992) as follows:

1. **ST 1** refers to translation by a more general word
2. **ST 2** refers to translation by a more / less expressive word
3. **ST 3** refers to translation by cultural substitution

4. **ST 4** refers to translation by using a loan word or loan word plus explanation
5. **ST 5** refers to translation by paraphrase using a related word
6. **ST 6** refers to translation by paraphrase using unrelated words
7. **ST 7** refers to translation by omission
8. **ST 8** refers to translation by illustration

CHAPTER 2

REVIEW OF THE LITERATURE

This chapter aims to review the literature involved in the study of translation, which includes seven main parts to cite as follows: definition of translation, the importance of translation and translators, types of translation, translation procedures, translation problems, translation strategies, and previous studies.

Definition of Translation

In general, translation refers to the process of rendering or conveying a form of one word in one language into a different form in other language. An effective translation must be complete and accurate in terms of being grammatically correct, stylistically appropriate, and terminologically consistent (*What is Translation?*. 2005 : Online).

Concerning communication, many professors have defined the meaning of translation in different ways. To give an example:

Peter Newmark (1982 : 7) suggests that translation is a craft consisting of the attempt to replace a written message and / or statement in one language by the same message and / or statement in another language.

The linguist Mildred L. Larson (1984 : 3) asserts that translation is basically a change of form of a source language such as alphabets, vowels, words, phrases, clauses, sentences, paragraphs, etc., which are spoken or written, into another target languages.

He believes that effective translation is one which:

1. apply the normal language forms of the target language.
2. communicate, as much as possible, to the target language speakers the same meaning that is understood by the speakers of the source language.
3. maintain the influence of the source language text, meaning that the translation is presented in such a way that it will, hopefully, persuade the same response as the source text attempt to influence.

Umberto Eco (2003 : 56) agrees that the aim of a translation is more than creating any literal equivalence. It is to produce the same effect in the mind of the target reader (obviously based on the translator's interpretation), as the original text wanted to create. Essentially, a good translation must produce the same effect aimed at by the source text.

In short, translation is the way to change written or spoken words from the source language to the target language. Basically, effective translation happens when the target language can precisely maintain the equivalence of the source language in terms of idea, tone, and style. This encourages people who communicate different languages to study concepts presented in the source text for developing their ways of life.

The Importance of Translation and Translators

The importance of translation can be defined as a way of expressing concepts and information from the source language to another different target languages. Translation provides target readers who use distinct languages with ways to learn new knowledge and exchange experiences among each other. Anyway, many experts in the translation field

have suggested the importance of translation in several interesting ways, which can be presented by the following illustrations,

Carmen Guarddon Anelo (2004 : Online) explains that translation is one of the oldest human practices both in its written and oral forms. It is essential for making the better communication between people of diverse cultures possible.

Alan Duff (1989 : 6) writes that translation helps humans to understand the influence of one language on another, and to correct errors of habit that move in unnoticed such as the misuse of particular words or structures. Translation enables people to explore the potential of both languages-their strengths and weaknesses.

German philosopher named Martin Heidegger (*Principles of Translation*. 2005 : Online) remarks that somehow, through language, translation procedures release the essential from the restriction of chronological time, bringing subjects and ideas into non-linear (non-limitation), mutual relationships of understanding and application. Translation brings to the fore what is hidden in language, by opening a space.

Similarly, Sanchawee Saibua (1999 : 10) informs us that translation performs an important role with various interesting purposes. For example:

1. Promote the precious written work of poets, poetesses, authors, and writers.
2. Act as a tool of communication for people working in multinational companies or international organizations to broaden and exchange knowledge among each other.
3. Perform as an instrument to study ways of thinking and culture of people who dwell in different countries.
4. Encourage students, translators, interpreters, and general people to improve their English communication skills in terms of language use and word choices.

Anyway, a group of people directly involved with translation is called “translators”. They restate written documents from one language to another to convey concepts, theories, and knowledge to people living in different countries. They also read and rewrite materials in a specified language following established rules pertaining to actual word meaning, structure, punctuation, and spelling. Malcolm Gladwell (2000 : 199-200) comments that translators are the ones who make it possible for innovations to overcome the problem of the chasm. They are translators. They take ideas and knowledge from a highly specialized world and translate them into a language the rest of the people can understand.

However, Alison Cook Sather (2003 : 91) states that good translation as a process of preservation, re-vision, and re-rendering of both texts, shall be prompted by particular course assignments, readings, and forums for interaction. So, producing the better-translated work depends on the translators’ communication skills. In order to solve translation difficulties, the translator must make use of his / her cleverness, creativity, curiosity, intuition, ingenuity, reflection, and resourcefulness. The development of translation skills depends on how well translators can practice translating the texts by themselves (Salas. 2000 : Online).

Leira Razmjou (2004 : Online) recommends that a good translator is someone who has a comprehensive knowledge of both source and target languages. Translators should read different genres in both source and target languages including modern literature, contemporary prose, newspapers, magazines, advertisements, and instructions. Being familiar with all these genres is important to the translators. So, specialized readings are also suggested: readings recently published articles and journals on theoretical and

practical aspects of translation. The articles will not only improve the translators' reading skill in general, but also give them insights, which will be applied in translation.

Moreover, translation needs to be practiced in an academic environment, where translators work on both practical tasks under the supervision of instructors and native speakers with theoretical aspects to enhance their knowledge. Both instructors and native speakers are available to help the student becomes familiar with good translation by reading his / her translated work, comparing it with the original text, and giving useful recommendations. In this way, translators will develop their power of observation, insight, and decision-making, which in turn will lead them to enhance their translation skills.

Briefly, translation has a necessary role to form the comprehension between people who apply distinct languages, encourage them to learn and exchange modern knowledge among each other. Creating effective translation always relates to the translators' communication skills. Translators should keep on developing their translation abilities by reading more books to broaden their knowledge of the background of the source text. Then, they should practice translating various kinds of documents such as novels, news, autobiographies, and guidebooks, and finally ask native speakers to proofread the translated work. These factors help translators to acquire the translation expertise in terms of word choices. Besides, they can make a decision by themselves to choose the most appropriate type of translation for possibly communication concepts and experiences to their target readers who employ diverse languages.

Types of Translation

Translators will apply types of translation based on their own discretion (Pinmanee. 2005 : 24). Generally, translation is separated into two types from literal translation to free translation. A literal translation follows very closely the grammatical form of the source language. This is known as a word for word translation. Whereas a free translation (or a thought for thought translation) is concerned with communicating the main idea of the source text using the natural grammatical form of the target language (*Types of Translations*. 2005 : Online). A free translation may or may not closely follow the form of the original text.

Basil Hasim and Ian Mason (1997 : 219) explain that a literal translation is a rendering, which preserves surface aspects of the message both semantically and syntactically, adhering closely to source text mode of expression. Differently, a free translation modifies surface expression and keeps complete only deeper levels of meaning. The choice of either method of translation is determined by text possessions to do with text type, style, and purpose.

Likewise, Sumol Ariyapitipan (2001 : 2) agrees that translation is divided into two important types as follows:

1. A literal translation means changing the form of the source text to the target text, while maintaining the original form, meaning, phrase, sentence, and writing style as much as possible. It is often used in translating novels, autobiographies, and contracts.

2. A free translation focuses on transferring the source message by adapting its appearance. It aims to present the subject matter of the source text to target readers as

much as possible. The translators may converse, expand, or omit the source message to maintain the original meaning. The free translation is often employed in translating news, business correspondences, and written columns in magazines.

Finally, applying translation depends on the translator's purpose. Translators select the most fitting type of translation to carry the meaning of the source text to target readers. Translation can be separated into two types. They are literal and free translation. The literal translation means a word by word translation, which is sustaining the primary form, meaning, and style. Inversely, the free translation focuses on directly transferring the subject matter presented in the source text to the target language. Translators may not translate every source word to convey the main idea of the source text to the target language.

Although both literal and free translations are utilized for different purposes, applying both types of translation are based on the same typical process. With practical translation procedures, translators can effectively change a form of the source language to another language.

Translation Procedures

Translators are people who read and rearrange the source text to another languages. They use many translation steps to transfer the meaning of the source text to their target readers. The translation procedures can be plainly performed through following steps (*What is Translation?*. 2005 : Online),

1. Convert texts from one source language to another target one.
2. Make sure that the correct words, idioms, and expressions result in a translation that passes the correct meaning on to target readers.
3. Ask the native speaker to proofread the meaning of target words and phrases so they are understood in a clear and definitive way.
4. Read the whole translated document to confirm that it is error-free in terms of spelling, accuracy, grammar, and completeness.

Similarly, many scholars have discovered similar translation procedures, which can be illustrated as following instances:

Clifford E. Landers (2001 : 45-46) discovers his own way of translating to explain translators to form the understanding between people who live in different countries, comprising the stages below:

1. Read carefully the entire source work at least twice while observing on the meaning of words, phrases, idioms, and culture.
2. Determine the authorial voice. This will affect virtually every choice in the thousands of words to be translated.
3. Make the first draft, marking troublesome areas in square brackets and / or boldface for further attention.
4. Consult with an educated native speaker and makes clear any points that are still unclear.
5. Revise the manuscript, with emphasis on original style, smoothness, and naturalness. The manuscript should come as close as possible to reading as if it had been written originally in English.

6. Ask a highly literate native speaker of English, preferably one with no knowledge of the source language, verify the manuscript and indicate any rough spots i.e., words that are clumsy or that make no sense.

7. Proof the manuscript line by line with a native speaker of the source language who is also fluent in English. Read it aloud while the other person follows in the source text. This catches mistranslation as well as unintentional omissions, undesirable repetitions of a word, and accidental misspelling.

8. Produce the final changes, run the translated text through a spell-check, and let it rest for a few days. Lastly, give it to a native speaker to make one last reading and send it off.

Mildred L. Larson (1984 : 46-51) proposes seven stages through the development of a translation project e.g.,

1. Establishing the translation project

At the beginning of the translation project, there are four factors involved in translation, which needs to be initially considered such as text, target, team, and tools.

1.1 "Text" is the source language document that is to be translated. The source text is translated for different reasons. Mostly, it is to communicate factual information to people speaking another language or it may be to share the enjoyment of the source text.

1.2 "Target" refers to readers and / or audiences based on educational level, age level, religion, and people's attitudes towards their languages. Translators should consider choosing the text and the potential for its use by receptor language readers.

1.3 “Team” is the group of people involved in the translation project based on level of ability and background. The team may consist of many people, such as a translator who handles both source and target languages. A co-translator who is a specialist in the source and target language. Furthermore, the team may include a consultant, reviewer, and technical people to do typing and proofreading. Publishers and distributors are also part of the team.

1.4 “Tools” refer to the helpful source material applied by translators while translating. For instance, dictionaries, grammatical books, cultural references, and so on, of both source and target languages are available.

2. Exegesis

“Exegesis” is the process of exploring the meaning of the source text, which is to be translated. The purpose is to understand the source text as a whole in terms of determining the meaning, which is to be communicated in the target language. Translators should begin by reading the source text several times, then reviewing materials that may help in understanding the language of the source text. They must look for the author’s purpose and the theme of the source text. Then, they should identify implicit information, study keywords, grammatical structures used in a target text, and employ all the available tools and all other related factors, which need to be considered in order to produce an equivalent translation.

3. Transfer and Initial Draft

Translators begin drafting the initial draft by applying a rough translation while keeping target readers in mind. Then, they read and tighten up the details to be sure that there is no wrong data, and no omission or additions. The initial draft should be reworked

several times to check that the concept of the source text will be clearly communicated to target readers.

4. Evaluation

The purpose of evaluation depends on accuracy, clarity, and naturalness to prove that translation communicates the same meaning as the source language. Target readers can clearly understand the target language. The form of the translated text is easy to read and reach the natural receptor language in terms of tone, style, and concept. In the process of evaluation, translators should ask target language speakers to read the text and tell back what the text communicated to them. Evaluation can be completed through asking questions of those who read the text. Questions need to be planned so that they bring out the theme, authors' purposes, and relevant facts of the text. Any misunderstanding should be noted and checked with both source and target language speakers as well.

5. Revised Draft

A revised draft can be formed based on the basis of the feedback received. Translators work on honestly accepting the evaluation, and rewording the translated text accordingly. Any key word should be checked carefully for consistency in the equivalent change. If some words or expressions are difficult for target readers to understand, they may need to be made easier by adding more or less redundancy in the target language.

6. Consultant

The consultants or advisors check the translated draft. They suggest translators produce better transfer drafts in terms of forming more adequate translations. Consultants respond by evaluating the quality of the translation as to meaning, wording, accuracy, naturalness, and its potential acceptance by target readers.

7. Final Draft

After revising the translated text suggested by consultants, the final draft of the translated text needs to be considered based on discussion with potential publishers who promote distribution. Before preparing the final draft, a final editing for spelling and punctuation must be performed. A number of copies should be prepared for proofreading before the actual publishing takes place. Lastly, the time spent carefully checking the final draft can improve translation and make it more acceptable to target readers.

In brief, translation depends on various stages, which are possible to correctly express the meaning of a text from its forms and reproduce that meaning with the very different forms of a target language. Translation procedures can be listed as follows:

1. Study the source text by investigating meanings, concepts, and purposes.
2. Analyze the meaning of the source word and translates it to the target meaning.
3. Reproduce the source text into the target text while maintaining the source meaning, concept, tone, and style.
4. Proofread the target text in order to ensure its effects are equivalent to the source text.
5. Query the native speaker to verify any mistake found in the target text in terms of meaning, feeling, and purpose, ensuring that it is equivalent to the source text.

Every step of the translation procedures relates to the difference of form, meaning, and concept, which are presented in source and target languages. When the variance between forms of languages arises in translation procedures, translators have to deal with several difficulties, which can be stated as translation problems.

Translation Problems

Normally, different groups of people living in each culture have different expectations about what kind of language is suitable to specific situations. Each language organizes the world differently. Roger T. Bell (1991 : 6) remarks that texts in different languages can be equivalent in different degrees (fully or partially equivalent), in respect of different ranks (such as word-for-word, phrase-for-phrase, and sentence-for-sentence).

Constanza Gerding Salas (2000 : Online) states that one of many frequent difficulties that can disturb translators during the translation procedures, whatever the nature of the text they face, is related to a linguistic untranslatability. It happens when the target language lacks any lexical replacement for the original / source language word. For example, terminology (such as institutional or technical terms), neologisms (such as a slang, a new vocabulary or expression, or a word used with a new meaning), and aphorisms (a short phrase that contains a wise idea e.g., proverbs, idioms, or mottoes). Before starting translation, translators should be aware of and carefully cope with the untranslatability.

Furthermore, the distinction between forms of languages in terms of concepts may cause the non-equivalence at word level between the source language and the target language. This means that there is no word in the target language that transfers the original meaning of the source language word. Mona Baker (1992 : 21-26) identifies some problems of non-equivalence at word level that could be cited as follows:

1. Culture-specific concepts offer the source language word transfers an abstract or concrete concept that is unknown in the target culture. This may concern a religious

belief, a social custom, or a way of life. Many Thai words such as “วันโกน [Wan Kon]” or “a shaving day in the Buddhist ceremony”, “ผีกระสือ [Pee Kra Sue]” or “a Thai female ghost whose head and intestines leave the body at night seeking filthy food”, and “ทองหยิบ ทองหยอด [Tong Yip Tong Yord]” or “a kind of Thai desserts made of yoke mixed with sugar”, have equivalence at word level. In contrast, people from other culture may not understand the concept presented in these words.

2. The source language concept is not lexical in the target language. The source language word may express a concept that target readers can understand but there is simply no target language word to express it. For example, the word “airlock” means “a small room used for moving between two places that do not have the same air pressure, for example in a spacecraft” (*Longman*. 2003 : 33). Although the source word transfers an easy concept to understand, it has no equivalent in many target languages.

3. The source language word is semantically complex. The meaning of the source language word is difficult to understand. Occasionally, a single word can express a more complex set of meanings than a whole sentence. For example, the word “mimeograph” means “a duplicator that makes copies from a stencil. Material to be copied by a mimeograph must first be drawn or typed on a stencil, a special sheet of paper or cardboard that lets ink through”.

4. The use of loan words in the source text poses a problem in translation. Once a word or expression is loaned into the target language, translators can not predict the additional meaning that it might or might not take on. Words or expressions have the same form in two or more languages but express different meanings. For example, an English word “feminist” means “someone who supports the idea that women should have the same

rights and opportunities as men" (*Longman. 2003 : 583*). Differently, "feminist" in Japanese is usually applied to explain "a man who is excessively soft with a woman" (*Baker. 1992 : 26*).

5. The target language lacks a super-ordinate. In respect to translation, sometimes the meaning of vocabularies could be viewed as a set of words based on a series of conceptual fields. These fields are abstract concepts called "Super-ordinate". Most languages have fields of food, distance, shape, time, emotion, and etc. The actual words under each field are called as "Hyponym". Each semantic field commonly has several specific words (Hyponym) under it. For example, the super-ordinate meaning of the English word "meal" has a sub division (Hyponym) of several kinds of feed such as "breakfast", "lunch", "dinner", and "supper".

However, people who live in each culture have different expectations about which vocabulary are appropriate to the specific situation. So, translation problems happen from lack of appropriate equivalence at word level. The target language has a specific word (Hyponym) but lacks a general word (Super-ordinate) to express the meaning of the source word. For instance, the English word "facilities" means "any equipment, building, service, and etc". Russian language has no equivalent word to express the general meaning of "facilities". But it has several specific words and expressions, which can explain types of facilities. For example, "sredstva peredvizheniya" (means of transport), "neobkhodimye pomeschcheniya" (essential accommodation), and "neobkhodimoe oborudovanie" (essential equipment) (*Baker. 1992 : 22-23*).

6. The target language has a general word (Super-ordinate) but lacks a specific one (Hyponym) to convey the meaning of the source word. For instance, English has

various hyponyms under the English word "house" for which it is not easy to find precise equivalent in other languages such as "bungalow", "cottage", "lodge", "hut", "mansion", "villa", and "hall" (Baker. 1992 : 23).

7. Differences in physical or interpersonal perspective may be more important in one language than it is in another. Expressing meaning of the word may be based on what occasion the one person says to the other. For example, English has six equivalents for the English word "peace", depending on who gives to whom such as "calm", "quiet", "stillness", "tranquility", "silence", and "calmness".

While translating the source language text, the non-equivalence at word level is a serious problem that translators have to deal with. They can not find the target word to transfer the meaning of the source word. But, Eugene A. Nida (2001 : 5-6) implies that all translating must involve some relevant relation between the source and target language. Although this relation is never exact, there should be sufficient similarity that it can be described as having some significant measure of equivalence, as the closest natural equivalent that no reader of a translated text is likely to misunderstand the corresponding meaning of the source text.

Therefore, the translation strategy could be applied as an effective solution, which is used to fulfill the equivalence in transferring the meaning of the source text to target readers.

Translation Strategies

The non-equivalence at word level is the situation when the target language has no appropriate words or expressions, which can clearly refer to the same meaning as the source text. As a result, many professors have found various techniques to cope with the non-equivalence at word level in translation. The mentioned techniques can be defined as, "Translation Strategies". They are potentially plans for solving translation problems (Klings. 1986 : 268) as follows:

First of all, Basil Hatim and Ian Mason (1997) discovered several strategies applied by many translators to produce translation and interpretation such as

1. Transitivity

"Transitivity" is a linguistic system in which a small set of reasonably general words presents different circumstances of place and time within which events happen. This change in the structure of the clause is said to relate to attribution of responsibility (Hatim; & Mason. 1997 : 225).

As usual, most English sentences are written as a form of passive clause, which has as its subject, the person or thing to which an action is done. Supanee Pinmanee (2005 : 73) explains that the passive clause is not widely employed in some languages, especially in Thai language because it does not refer to the subject (such as a person or a thing) of the sentence. The subject of the passive clause always starts with the object. It does not clearly refer to "who" does the action.

As regards transitivity, translators have to change the passive form of the source English sentence to the active clause, which has the person or thing doing the action as its

subject. Then, translate the active form of the source English sentence to the target text.

This helps translators precisely express the equivalent meaning of the source text to the

language that most of target reader can understand. For instance:

Source Text: "I was invited to Mr. Bond's birthday party." (Passive Clause)

Target Text: "คุณบอนด์เชิญผมไปร่วมงานวันเกิดของเขา" (Active Clause)

("Mr. Bond invited me to his birthday party.")

2. Face-Threatening Acts

Face is defined as the positive image, which one presents positive politeness and the desire to reduce the negative image. The face-threatening acts is a theory which is centered on the notion of face, that is the attempt to establish, maintain, and save the self image during interaction with others (Hatim; & Mason. 1997 : 80). With respect to translation, translators maintain the self-image of the source text accepted by target readers by adding more polite words or phrases before producing the target text. As an example:

Source Text: พอลกล่าวว่า "มาร์ค, ผมขอยืมรถยนต์เฟอร์รารีคันใหม่ของคุณนะ"

("Mark, lend me your new Ferrari" Paul said.)

Target Text: "Mark, I'm your best friend and I believe that I can trust in you.

Please lend me your new Ferrari." Paul said.

3. Explication

"Explication" is the addition of extra material with an explanatory function to broaden target readers' understanding of the meaning of the source language word (Hatim; & Mason. 1997 : 217). For example:

Source Text: “Any person engaged in unauthorized broadcasting may be prosecuted before the court of any State where authorized radio communication is suffering interference.”

Target Text: “Any person engaged in unauthorized broadcasting may be prosecuted before the court of any State where authorized radio communication is suffering interference from such unauthorized broadcasting.”

The target English word “interference” applied in a legal text is self-explanatory. However, in Arabic translating, the concept of “interference” has to be explained by adding more explanations as “interference from such unauthorized broadcasting”.

4. Cohesion

“Cohesion” refers to the requirement that a sequence of sentences being translated to a target text display grammatical and / or lexical (based on the literal meaning presented in the dictionary) relationships which ensure surface structure continuity (Hatim; & Mason. 1997 : 214) as a sample dialogue:

Source text: มาร์ติน: “คุณอยู่ที่ไหนหรือ แอนดี้?”

(Martin: “Andy, where have you been?”)

แอนดี้: “ผมอยู่ที่โรงแรมในกรุงลอนดอนครับ”

(Andy: “I have been to the hotel in London.”)

Target text: Martin: “Andy, where have you been?”

Andy: “To the hotel in London.”

The expression “I have been” (in the answer) is deleted out of the target English text. There is an implicit link between “have been” (in the question) and “to the hotel in London” (in the answer), which explains the cohesiveness of the sequence. The cohesion

means that grammatical and / or literal relationships involve underlying ideational relations and not only continuity of forms. The cohesion could conceivably be applied to relay a conceptual continuity. This helps the target readers to easily understand the target text.

5. Nominalization

“Nominalization” is the condensed reformulation of various participants in the structure of the source text e.g., a subject, a verb, an object, and etc., involved as a single noun phrase (Hatim; & Mason. 1997 : 221). It may be used in texts to serve target readers an ideational aim. For instance:

Source Text: “บริษัทไม่หวังผลกำไรและบริการประชาชนโดยไม่คิดค่าใช้จ่าย เช่น สโมสรการกุศล หรือ สมาคมมูลนิธิ ได้รับการยกเว้นจากการเสียภาษี”

“The organization which does not exist to make a profit, but to provide some sort of service to people (such as a club or charity) is not required to pay tax.”

Target Text: “The non-profit organization (such as a club or charity) is not required to pay tax.”

When saying “the non-profit organization”, target readers can recognize the fact that it is “the corporation which does not intend to make income, but to give money, goods, medicines, or helps to people who are poor, sick, and disabled.”

Similarly, Sanchawee Saibua (1999 : 64-69) presents many equivalent recovery strategies applied in translation to deal with the non-equivalence at word level such as

1. Adding more explanations

Translators can help target readers to understand the meaning of the source word by adding more explanations. For example:

Source Text: “ต้มซำ อาหารมือเช้าของชาวภูเก็ตที่หารับประทานได้ที่ร้านทั่วไปในตัวเมือง ประกอบด้วย ขนมจีบ [Ka Nom Jeeb] ซาลาเปา [Sar Lar Pao] ฮะเก๋า [Ha Kao] เผือกทอด ปอเปี๊ยะทอด เกี้ยวทอด มะระยัดไส้ ฯลฯ” (*Ideal Map: Phuket*. Thai ed. 2005)

Target Text: “Dim Sum: A Phuket-style breakfast commonly served in downtown restaurants, Dim Sum is composed of “Ka Nom Jeeb” (Steamed Dumplings), “Sar Lar Pao” (Filled Chinese Buns), “Ha Kao” (Steamed Shrimp Dumpling), fried taro, fried spring rolls, fried dumplings, or filled bitter cucumber.” (*Ideal Map: Phuket*. English ed. 2005)

2. Replacing the source word with phrases or sentences

Besides adding more explanations, translators can solve the non-equivalence at word level by replacing words with phrases or sentences, which identifies the characteristic of the object as a follow model:

Source Text: “ชายชาวเอสกิโมคนหนึ่งเร่งรีบเข้าไปในกระท่อม [Kra Torm] ของเขา”

Target Text: “An Eskimo hurries into his house built of blocks of ice or hard snow.”

3. Using words with broader meanings

Sometimes, the source word means the object or activity, which is not known by target readers. Translators translate the source word by replacing a word with more general meanings that covers the meaning of the source word. For instance:

Source Text: “ไมเคิลขอร้องเพื่อนของเขาให้ซื้อขนมทองม้วน [Ka Nom Tong Muan]”

Target Text: “Michael asks his friend to buy a pack of Thong Muan, a Thai sweetmeat made of rice flour for him.”

4. Adding connectors between groups of concepts

Some words show the relationship between a group of concepts (such as sentences and phrases) by presenting the structure of the sentence, which is not appeared in the target language. So, translators add words or phrases as connectors to present the relationship between groups of concepts as in the instance below:

Source Text: "Having heard the news, Jo decided to leave the town."

Target Text: "เมื่อ [Muea] ได้ยินข่าว โจก็ตัดสินใจออกจากเมือง" (Saibua. 1999 : 68)

The translators add the target Thai word "เมื่อ [Muea]" or "when" to connect the relationship between the concept of the first sentence "having heard the news" and the concept of the second sentence "Jo decided to leave the town". This helps the target readers understand the meaning of the source text.

5. Removing the source word

When the meaning of the source word is not essential for target readers to understand a whole detail of the source text, translators can remove source words or expressions in translation. For example:

Source Text: "มีการพบภาพเขียนสียุคก่อนประวัติศาสตร์จำนวนมากตามผนังถ้ำผีหัวโต รูปเด่นที่สุดคือคล้ายรูปหัวคนขนาดใหญ่ ไบหน้าคนเป็นสัตว์ [Bai Nar Kon Pen Sat] มีเขา ลายขวาง สีแดงตลอดลำตัว จึงเป็นที่มาของชื่อและเป็นเอกลักษณ์ [Ek Ka Lak] ของถ้ำแห่งนี้" (*Ideal Map: Krabi*. Thai ed. 2005)

Target Text: "The walls of the Pee Hua To Cave are also decorated with prehistoric paintings. The most remarkable one is the painting of a man with body covered with red stripes and big animal head with horns, granting the mane to this cave." (*Ideal Map: Krabi*. English ed. 2005)

Although the two source Thai words “ใบหน้าคนเป็นสัตว์ [Bai Nar Kon Pen Sat]” or “a beastly face” and “เอกลักษณ์ [Ek Ka Lak]” or “an identity” are removed from the target English text, the meaning of the whole original sentence is still maintained.

In analyzing the equivalence at word level in translation, the source words and the target words are compared to discover the similarity of meaning. A linguist named Mona Baker (1992 : 20) explores different retrieval translation strategies, which are more specific than those of other mentioned translation professors do. All of Mona Baker’s translation strategies for non-equivalence at word level (1992) are presented as a clear, accurate, and concise solution with many easy understanding sample texts. So, Baker’s translation strategies had been employed by many scholars to study and solve the non-equivalence at word level. For example, Vanessa Leonardi (2000) investigated the equivalence in translation between myth and reality. She mentioned that Mona Baker discovered the notion of equivalence at word level in translation procedures. When translating from one language to another, the equivalence at word level is the first element to be taken into consideration by translators. They should remember and pay attention to a single word that could be assigned different meanings in different languages. The different meanings in the source language and the target language may cause remarkable changes in the way that the message is carried across. In this case, translators may add more explanations or omit some target words because of the lack of particular meaning approaches in the target language itself.

Mullawee Aumnuch (2004) studied translation strategies used in travel documents in *Kinnaree Magazine*. With a Baker’s translation strategy by paraphrase using a related word, she indicated that the translators carefully applied word choices in translation

because they wanted to maintain the original content of the source text. Likewise, Jarurat Jarumetheechon (2003) analyzed translation strategies used in translating the short story “*Dust Underfoot*”. She pointed out that two translation strategies entitled the translation by addition and the translation by using more specific words, which were not explained in Baker’s categories, were found in the text.

Interestingly, prior researches imply that Mona Baker’s translation strategies are found as an effective tool to study and solve the non-equivalence at word level in translation. Mona Baker’s translation strategies for non-equivalence at word level (1992 : 26-42) consist of:

1. Translation by a more general word helps translators to find a target general word (Super-ordinate) that covers the meaning of the source specific word (Hyponym). For example:

Source Text: “สถานีพัฒนาและส่งเสริมการอนุรักษ์สัตว์ป่าเขาพระแทว, สัมผัสผืนป่าดิบชื้นอันสมบูรณ์ พรรณไม้หายากของโลกพบครั้งแรกที่นี่ รวมทั้งชมไม้ป่าหลากพันธุ์และนกนานาชนิด [Nok Nar Nar Cha Nid]” (*Ideal Map: Phuket*. Thai ed. 2005)

Target Text: “The Kao Pra Taew Wildlife Sanctuary, explore this undamaged green forest and observe many scarce life forms found only here, including diversity of plants and wild animals.” (*Ideal Map: Phuket*. English ed. 2005)

The source Thai word “นกนานาชนิด [Nok Nar Nar Cha Nid]” or “a diversity of birds” is replaced by the target English words “wild animals”, which present more general meaning than the specific meaning of “different kinds of bird”.

2. Translation by a more / less expressive word is applied when translators found that the source text has no direct equivalent with the target text. The source text should be

replaced by the target language with near equivalence, which is less or more formal. For instance:

Source Text: “วัดฉลอง, แวะสักการะหลวงพ่อแช่ม อดีตเจ้าอาวาสวัดฉลอง เกจิชื่อดัง คู่บ้านคู่เมืองภูเก็ต ซึ่งเป็นผู้นำและเป็นขวัญกำลังใจให้ชาวบ้านปราบกบฏอั้งยี่จนสำเร็จ ทำให้เมือง ภูเก็ตในครั้งนั้นรอดพ้นจากวิกฤต [Wi Krid]” (*Ideal Map: Phuket*. Thai ed. 2005)

Target Text: “Wat Chalong, stop by and pay homage to the statue of Luang Po Chaem, late abbot of Wat Chalong, best known for his leadership of the Phuket people in vanishing An-ye rebels, thus saving the island from turmoil.” (*Ideal Map: Phuket*. English ed. 2005)

The Thai word “วิกฤต [Wi Krid]” or “crisis” is “a situation in which there are a lot of problems that must be dealt with quickly so that the situation does not get worse or more dangerous”. While the English word “turmoil” means “confusion” or “anxiety”, the literal meaning of each word was equivalent in different degrees. So, the translators may add the English word “turmoil” in which its literal meaning is less expressive than the source Thai word “วิกฤต [Wi Krid]” or “crisis”. This strategy helps the translators to reduce the emotional meaning of the source Thai word appearing in the target English language.

3. Translation by cultural substitution is used when translators want to explain something so that target readers understand the source culture easily. They choose the word in the target language that their target readers have been exposed to. For example:

Source Text: “วัดถ้ำเสือ ตั้งอยู่กลางภูเขาหินปูน แวดล้อมไปด้วยพรรณไม้นานาชนิด สร้างความร่มรื่นและชื้นฉ่ำไปทั่วบริเวณ จุดหมายของนักท่องเที่ยวส่วนใหญ่ มาวัดเพื่อสักการะเจดีย์ สี่ทองอร่าม [Sak Kar Ra Je Dee See Tong A Rarm] และรอยพระพุทธรบาทจำลอง [Roy Pra Put

Ta Bart Jam Long] ที่ประดิษฐาน [Pra Did Sa Tan] บนยอดเขาแก้ว” (*Ideal Map: Krabi*. Thai ed. 2005)

Target Text: “Wat Tam Suea, the temple is located in the midst of limestone hills and freshening plant. Most visitors are determined to pay homage to the golden pagoda and replica of Buddha’s footprint situated on the top of Khao Kaew.” (*Ideal Map: Phuket*. English ed. 2005)

4. Translation by a loan word or loan word plus explanation is used when translators find the source words that could not be translated to the target language. They select a loan word and add more explanation for those source words so that target readers can understand source words clearly as in the example below:

Source Text: “เชื่อกันว่าที่บริเวณสุสานหอย 75 ล้านปี [Su Sarn Hoi Jed Sib Har Larn Pee] แห่งนี้ เคยเป็นแหล่งน้ำจืดขนาดใหญ่ และเป็นที่อยู่อาศัยของพืชและสัตว์น้ำหลายชนิด โดยเฉพาะหอยขม” (*Ideal Map: Krabi*. Thai ed. 2005)

Target Text: “Su Sarn Hoi or Fossil Shell Beach, this area is believed to have been a large freshwater swamp, home to many plants and marine species, especially pond snails.” (*Ideal Map: Krabi*. English ed. 2005)

5. Translation by paraphrase using a related word offers translators different forms of words or structures referring to the original meaning of the source text in the target language as an example:

Source Text: “แหลมพรหมเทพ, จุดชมพระอาทิตย์ยามอัสดง [Yarm Ad Sa Dong] ได้สวยที่สุดบนเกาะภูเก็ต” (*Ideal Map: Phuket*. Thai ed. 2005)

Target Text: “Laem Phromthep, the perfect place to savour the moment when the sun kisses the sea at day’s end.” (*Ideal Map: Phuket*. English ed. 2005)

The source Thai word “ยามอัสดง [Yarm Ad Sa Dong]” can’t be directly explained to the literal English. So, the translators use the related English words to clarify the meaning of the word as “the moment when the sun kisses the sea at day’s end” that mean “when the sun goes down.” Indirectly, translation by using a related word makes the target readers realize the meaning of the Thai language.

6. Translation by paraphrase using unrelated words is used to add some words that are not found in the source text or unrelated to the original text such as

Source Text: “หาดสุรินทร์, ชายหาดเชิงเขาอันเป็นที่เที่ยวยอดนิยมของชาวภูเก็ต ในการมาปิกนิก และพักผ่อนกับครอบครัวในวันหยุด กับบรรยากาศเงียบสงบ ร่มรื่นไปด้วยทิวสน ทะเลที่สวยงาม และหาดทรายสีแดง [Hard Sai See Dang]” (*Ideal Map: Phuket*. Thai ed. 2005)

Target Text: “Hard Surin, a popular picnic location for Phuket residents, this hillside beach is cool and serene with an aquamarine sea, rows of large pine trees and a secluded beach.” (*Ideal Map: Phuket*. English ed. 2005)

According to the above example, the foreign readers may not understand what the source Thai word “หาดทรายสีแดง [Hard Sai See Dang]” or “a red beach” means. The adjective Thai word “สีแดง [See Dang]” or “red” is replaced by the adjective English word “secluded” as “a secluded beach” that means “a very private and quiet beach”.

7. Translation by omission is applied to omit translating words if the meaning conveyed by a particular word is not important enough to the development of the text to justify distracting the readers with wordy explanations. For instance:

Source Text: “งานย้อนอดีตเมืองภูเก็ต จัดขึ้นประมาณต้นเดือนธันวาคมของทุกปี บริเวณ ต.กลาง ตัวเมืองภูเก็ต [Tua Mueang Phuket]” (*Ideal Map: Phuket*. Thai ed. 2005)

Target Text: “Phuket Nostalgia Festival organized in early December yearly in Thalang District.” (*Ideal Map: Phuket*. English ed. 2005)

The source Thai word “ตัวเมืองภูเก็ต [Tua Mueang Poo Ket]” or “a city of Phuket” is already translated to the target English language as the name of “Phuket Nostalgia Festival”. Although, the translators omit the word “ตัวเมืองภูเก็ต [Tua Mueang Poo Ket]” from the target English text, the meaning of the whole target text is still maintained. So, the omission could be done in the translation to form the target text more briefly for the target readers to easily perceive the meaning of the source text.

8. Translation by illustration is used to translate text by applying illustration, particularly if there are restrictions on space and if the text has to remain short, concise, and to the point. As the word “tagged” appeared on a *Lipton Yellow Label tea* packet prepared for the Arab market. There is no easy way of translating this word, as in tagged teabags, into Arabic without going into wordy explanations which would confuse the text. An illustration of a tagged teabag is used instead of a paraphrase (Baker. 1992 : 42).

In summary, translation strategies are possible methods produced by many experts in translation such as Basil Hatim and Ian Mason (1997), Sanchawee Saibua (1999), and Mona Baker (1992) to cope with the problem of non-equivalence at word level happening in translation. Translation strategies act as an essential tool used by translators to accurately convey the meaning of the source text to the target text. Then, target readers can correctly apply original ideas presented in the translated text to their studies. Accordingly, many scholars produce many researches involved with translation strategies.

Previous Studies on Translation Strategies

Translation strategies can be stated as an essential device, which are employed by many translators to solve the non-equivalence at word level occurring in translation. So, various researchers studied translation strategies from different perspectives, which can be explained as follows:

Jarurat Jarumetheechon (2003) analyzed the strategies used in translating the short story "*Dust Underfoot*" from Thai to English. Translation strategies categorized by Mona Baker (1992) were applied as an assistant to study Thai and English texts. She concluded that seven translation strategies were found in order to solve non-equivalent problems between the source language and the target language. For example, translation by omission (28.70%), translation by using cultural substitution (23%), translation by using loan words plus explanations (16.10%), translation by addition (13.80%), translation by using more general words (10.30%), translation by paraphrase using unrelated words (4.60%), and translation by using more specific words (3.50%). Based on the most found strategy named translation by omission, she suggested that the translators omitted some original words, which were unnecessary to the target readers in their understanding of the Thai text for avoiding repetition occurring in some of original text.

Mullawee Aumnuch (2004) studied translation strategies used in travel documents in *Kinnaree Magazine*. She found that the most used Mona Baker's translation strategy (1992) found in the travel document was the translation by paraphrase using a related word (36.11%). The other strategies were: translation by a more general word (16.66%), translation by cultural substitution (13.89%), translation by a less expressive word (12.50%),

translation by using a loan word plus explanation (11.11%), and translation by paraphrase using unrelated words (6.95%). Last two strategies were translation by omission and translation by illustration, which have the same result (1.39%). All strategies were studied in terms of retaining original expression and styles of Thai documents.

Obviously, eight relevant translation strategies for non-equivalence at word level discovered by Mona Baker (1992) had been basically employed by many researchers to study translation strategies in terms of word choices. This presented people the way to solve the non-equivalence at word level in translating the source language to the target language. Translators can apply Baker's translation strategies (1992) as an effective communication tool to exactly express original concepts, tones, and styles presented in the source language to the target language; thus, promoting the better-translated work for target readers.

In the very last summary of chapter 2, the researcher aims to review the literature involved with translation. It is separated into seven important parts: definition of translation, the importance of translation and translators, types of translation, translation procedures, translation problems, translation strategies, and previous studies. Based on the ideas presented in this chapter, translation refers to a rendering of a document into other languages. The effective translation should be accurate in terms of original meaning, grammatical accuracy, stylistic appropriateness, and terminological correspondence.

Regularly, translation is divided into two important types: literal (or word for word) and free (or thought for thought) translation. The translation procedures could be summarized in five steps. For example, study the meaning and concept of the source text, select literal or free translation based on the author's original purpose presented in the

source text, analyze and translate the source language into other target languages. And, proof the target text to ensure that the target language is equivalent to the source language in terms of meaning, concept, and style.

The most serious problem in translation procedures is the non-equivalence at word level. The target language has no word with a similar meaning to a word that appears in the source text. So, translation scholars e.g., Sanchawee Saibua (1999), Basil Hatim, and Ian Mason (1997), have found many strategies to solve the non-equivalence in translation.

Mona Baker (1992) is one of many translation professors who explored the non-equivalence at word level. Baker thinks that the distinct meaning between source words and target words may cause translation problems. Baker created potential translation strategies as an easily understood solution applied in translating the text to effectively cope with the non-equivalence at word level occurring in translation. Baker's translation strategies (1992) had been employed by many researchers to examine translation strategies found in various kinds of document. For instance, Jarurat Jarumetheechon (2003) analyzed the strategies used in translating the short story named "*Dust Underfoot*" from Thai into English. Likewise, Mullawee Aumnuch (2004) studied translation strategies used in travel documents in *Kinnaree Magazine*.

Concerning the importance of literature related to translation, the researcher aims to study translation and apply Mona Baker's translation strategies for non-equivalence at word level (1992) as an instrument to analyze the *Jatujak Market Guidebook* for exploring the equivalence at word level and word choices in translation.

CHAPTER 3

METHODOLOGY

The researcher applies a descriptive analysis to study translation strategies employed in the *Jatujak Market Guidebook*. The methodology is separated into three main steps: data collection, data study, and data presentation.

Data Collection

With respect to the researcher's major in the M.A. program, Business English for International Communication, the researcher collected the data from the *Jatujak Market Guidebook*, produced by *Bon Voyage (Thailand) Co. Ltd.* in July 2004. The guidebook represents a promotional tool that is used in encouraging potential Thai and foreign tourists to visit Thai lifestyle and purchase Thai products from many outstanding shops found at a renowned tourist attraction named *Jatujak Weekend Market*, Bangkok, Thailand. All of the source Thai contexts presented in the guidebook are translated to the target English language word by word. Therefore, the researcher selected this guidebook as a sample of studying translation strategies for non-equivalence at word level and word selection. The findings presented translation strategies found in transferring beneficial information about the Thai tourist attraction to general foreign readers.

In addition, the review of literature related to translation was applied as a guideline to analyze the data. References, journals, and previous studies were collected from

libraries of Srinakharinwirot University, Chulalongkorn University, and Huachiew Chalermprakiet University.

Data Study

All of the source Thai texts and target English texts appeared in two chapters entitled *Thai Style Goods* and *New Products* from the *Jatujak Market Guidebook* were applied as samples of translation analysis. Mona Baker's translation strategies for non-equivalence at word level (1992) were employed as a tool to study the non-equivalence at word level in word choices. The meaning of the English word was studied from the *Longman Contemporary English Dictionary* (2003) to compare with the Thai meaning from the *Thai-English Dictionary* compiled by So Sethaputra (2001) such as the following:

Source Text: “เรือสุพรรณหงส์ [Su Pan Na Hong] จำลองเป็นที่วางเทียนหอม ...”

Target Text: “A model of Suphannahong (Golden Phoenix) Royal Barge, model of Suphannahong created for placing the scented candle, ...” (*Jatujak Market Guidebook*. 2004 : 20).

According to the mentioned example, the translation by a loan word plus explanation was found in the target English text. In this case, the foreign readers might not understand what the specific Thai word “สุพรรณหงส์ [Su Pan Na Hong]” means. So, the translators translated this word to English by using the loan word “Suphannahong” and adds more explanations as “Suphannahong or Golden Phoenix”. So, the foreign readers knew that the specific Thai word “สุพรรณหงส์ [Su Pan Na Hong]” means “Suphannahong” or “Golden Phoenix” that is “a magic bird from the ancient Thai literatures”.

Data Presentation

After the studying of Thai to English translation in the *Jatujak Market Guidebook*, the frequency of appearance of each of translation strategies was illustrated as a percentage, applying the formula:

$$\frac{100 \times X}{Y}$$

X is the number of the same translation strategies

Y is the number of the total translation strategies

Finally, the results were presented in the fourth chapter as the findings of this study, illustrating what was the most used translation strategy found in translating the *Jatujak Market Guidebook*.

CHAPTER 4

FINDINGS

The researcher applied Mona Baker's translation strategies (1992) as a tool to study strategies found in translating two chapters of *Jatujak Market Guidebook* named *Thai Style Goods* and *New Products*. The findings were illustrated as follows:

TABLE 1 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS* FROM THE *JATUJAK MARKET GUIDEBOOK* (NO.1 TO 3)

Text	No.	Non-Equivalence at Word Level
โครงการหนังสือแนะนำเที่ยวจตุจักรเล่มนี้ จะทำให้คุณรู้จักตลาดนัดจตุจักรมากขึ้น สะดวกรวดเร็วในการซื้อหาสินค้าที่ต้องการ ด้วยเวลาอันน้อยนิด และ <u>รู้จักจุดเน้นน่าสนใจ</u> [Jud Nen Nar Son Jai] อันดีบับันๆ ของตลาดนัดจตุจักรก่อนใคร คุณพร้อมจะ <u>ไป</u> [Pai] กับเราหรือยัง?	1.	จุดเน้นน่าสนใจ [Jud Nen Nar Son Jai] - shops
J.J. Market Guidebook_01 Thai Style Goods will make you know more about J.J. Market, how to save your time to find what you want, and know the leading <u>shops</u> in J.J. Market. Are you ready to <u>come</u> with us?	2.	ไป [Pai] - come
ภาพตลาดนัดจตุจักรที่คราคร่ำไปด้วย <u>ผู้คน</u> [Poo Kon] ในทุกวันหยุดเสาร์-อาทิตย์เป็นภาพที่พวกเราเห็นจนชินตา	3.	ผู้คน [Poo Kon] - shoppers
Every weekend, the pictures of Jatujak Market crowded with <u>shoppers</u> are very familiar to everyone.		

**TABLE 2 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.1 TO 3)**

No.	Source Text	Target Text	Baker's Translation Strategies
1.	จุดที่น่าสนใจ	shops	The translators used translation strategy for non-equivalence by paraphrase using unrelated words to specify the meaning of the Thai word <u>จุดที่น่าสนใจ</u> [Jud Nen Nar Son Jai] or <u>an interesting point</u> to the English word as <u>shops</u> that means <u>buildings where people can buy things</u> .
2.	ไป	come	The translators used translation strategy for non-equivalence by cultural substitution because Thai and westerners have different physical perspective when talking about where things or people are in relation to one another as in the pair of word "come" and "go". Thai people use the word <u>ไป</u> [Pai] or <u>go</u> , to persuade someone to go with them. In contrast, the English word <u>come</u> is employed by westerners for the same meaning. So, the Thai word <u>ไป</u> [Pai] or <u>go</u> was replaced by the English word <u>come</u> to follow the western cultural perspective of target language.
3.	ผู้คนที่	shoppers	The translators used translation strategy for non-equivalence by paraphrase using a related word to make the target text more precise because the Thai word <u>ผู้คนที่</u> [Poo Kon] is <u>people</u> while <u>shoppers</u> specifically means <u>ones who buy things in shops</u> .

TABLE 3 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.4 TO 5)*

Text	No. Non-Equivalence at Word Level
<p>อาจเป็นเพราะราคาของสินค้าที่ถือว่าถูก เมื่อเทียบกับคุณภาพและราคาในห้างสรรพสินค้าทั่วไป ทำให้นักชอป<u>ทุกเพศ</u> [Took Ped] ทุกวัย นิยมที่จะมาจับจ่ายใช้สอยซื้อสินค้าที่นี่</p> <p>The marked prices are much cheaper than those goods of the same quality sold in larger shopping malls. Consequently, J.J. Market becomes one of the most popular places for shoppers at all ages.</p>	4. ทุกเพศ [Took Ped]
<p>เมื่อฟังความดังนี้แล้ว เราจึงตกลงกันว่าจะดูสินค้าประเภทนี้ให้ทั่วตลาดนัดจตุจักร แบบให้เห็นกับตาว่าจะเป็นอย่างไรที่ได้ยินมาหรือเปล่า และเมื่อเราเดินดูกันไปเรื่อยๆ เราก็ได้เห็นความงดงาม จากฝีมือการทำที่ละเอียดละออ ผ่านสินค้าแต่ละประเภทแต่ละชิ้น ซึ่งแสดงให้เห็นถึงความพิถีพิถันของผู้ประดิษฐ์จนเรา <u>อดไม่ได้</u> [Od Mai Dai] ที่จะบอกเล่าให้ทุกคนได้รู้</p> <p>Upon information perceived from the conversation, we didn't hesitate to start our journey to witness a large number of Thai style products sold in J.J Market. When we finished the survey, we realized that each piece of those exquisite products truly reflect the fastidious care of the craftsman. And that's why we <u>can't wait</u> any longer to tell you of the interesting story we experienced in the following pages.</p>	5. อดไม่ได้ [Od Mai Dai] - can't wait

**TABLE 4 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.4 TO 5)**

No.	Source Text	Target Text	Baker's Translation Strategies
4.	ทุกเพศ	-	The translators used translation strategy for non-equivalence by omission to make the target text more concise. The Thai word <u>ทุกเพศ</u> [Took Ped] or <u>male and female</u> was not translated but the meaning of the source text was still maintained.
5.	อดไม่ได้	can't wait	The translators used translation strategy for non-equivalence by paraphrase using a related word to explain the near equivalent meaning of the source Thai word to the foreign readers. So, the Thai word <u>อดไม่ได้</u> [Od Mai Dai] or <u>can't resist</u> was translated to the English words like <u>can't wait</u> that mean <u>to let something go free, after having kept them somewhere</u> .

**TABLE 5 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF THAI
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.6 TO 8)**

Text	No.	Non-Equivalence at Word Level
<p>งานไม้แกะสลัก</p> <p>งานแกะสลักรูปกัณนรี [Kin Na Ree] แบบภาพหุ่นสูง ดูราวกับว่านางกำลังโหม้กายและก้าวออกมาจากพงไพรซึ่งเป็นกรออบไม้ฉากหลังได้จริงๆ</p> <p>Wood Carving</p> <p>Wood carving of <u>Kinnaree</u>, <u>one of the well-known characters from old Thai literature</u>. It seems like she is coming out of the behind forest portrayed by the wooden carving picture frame.</p>	6.	กัณนรี [Kin Na Ree] - Kinnaree, one of the well known characters from old Thai literature
<p><u>ของ</u> [Kong] <u>ดี</u> [Dee] อย่างหนึ่งของไทยในตลาดนัดจตุจักร คือ งานไม้แกะสลัก ซึ่งมีความสวยงามตามแบบฉบับฝีมือคนไทย</p> <p>Another <u>distinguished</u> Thai local <u>products</u> that can be found in J.J. Market are those of woodcarvings elaborately and beautifully designed by Thai carvers.</p>	7. 8.	ของ [Kong] - products ดี [Dee] - distinguished

TABLE 6 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.6 TO 8)

No.	Source Text	Target Text	Baker's Translation Strategies
6.	กินนรี	Kinnaree, one of the well-known characters from old Thai literature	The translators used translation strategy for non-equivalence by a loan word plus explanation to explain the meaning of Thai language to the foreign readers to understand that the Thai word <u>กินนรี</u> [Kin Na Ree] or <u>Kinnaree</u> means <u>one of the well known characters from old Thai literature.</u>
7.	ของ	products	The translators used translation strategy for non-equivalence by a more expressive word because the word <u>products</u> is more formal than the Thai word <u>ของ</u> [Kong], which means <u>a thing.</u>
8.	ดี	distinguished	The translators used translation strategy for non-equivalence by a more expressive word to clarify the meaning of the Thai word <u>ดี</u> [Dee] or <u>good</u> to the English word as <u>distinguished</u> that means <u>something that could be admired by other people.</u>

**TABLE 7 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF THAI
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.9 TO 12)**

Text	No.	Non-Equivalence at Word Level
<p>งานแกะสลักไม้ที่ค่อนข้างยากคือ การแกะสลักภาพลอยตัว โดยการแกะไม้ ให้มีลักษณะเป็นสามมิติ [Sarm Mi Ti] สามารถมองเห็น [Mong Hen] ลวดลายอันวิจิตรบรรจงได้รอบด้าน [Dai Rorb Darn] นี่แหละฝีมือคนไทยที่ถ่ายทอด [Tai Tord] ศิลปะการแกะสลักไม้ด้วยชีวิต [Chee Wit] และจิตวิญญาณ [Jit Win Yarn] อย่างแท้จริง</p>	9.	สามมิติ [Sarm Mi Ti], มองเห็น [Mong Hen], ได้รอบด้าน [Dai Rorb Darn] - be seen from all directions
	10.	ถ่ายทอด [Tai Tord] - achieved
<p>The most difficult of all is to carve the in-the-round work piece of which the refined carving design can <u>be seen from</u></p>	11.	ชีวิต [Chee Wit] - skillful
<p><u>all directions</u>. All of these magnificent art creations are achieved by the high endeavor of those <u>skillful</u> and <u>talented</u> Thai artisans.</p>	12.	จิตวิญญาณ [Jit Win Yarn] - talented

**TABLE 8 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.9 TO 12)**

No.	Source Text	Target Text	Baker's Translation Strategies
9.	สามมิติ มองเห็น ได้รอบด้าน	be seen from all directions	The translators used translation strategy for non-equivalence by paraphrase using related words to translate the meaning of the Thai words <u>สามมิติ</u> [Sarm Mi Ti], <u>มองเห็น</u> [Mong Hen], <u>ได้รอบด้าน</u> [Dai Rorb Darn] to English as <u>be seen from all directions</u> .
10.	ถ่ายทอด	achieved	The translators used translation strategy for non-equivalence by paraphrase using an unrelated word to make the meaning of the Thai word more precise. So, the word <u>ถ่ายทอด</u> [Tai Tord] or <u>to teach</u> was translated to English as <u>achieved</u> .
11.	ชีวิต	skillful	The foreign readers may not know what the word <u>ชีวิต</u> [Chee Wit] or <u>life</u> means. So, the translators used translation strategy for non-equivalence by paraphrase using an unrelated word to translate this word to English as <u>skillful</u> that is <u>good at doing something that needs special training</u> .
12.	จิตวิญญาณ	talented	The translators used translation strategy for non-equivalence by paraphrase using an unrelated word because the Thai word <u>จิตวิญญาณ</u> [Jit Win Yarn] or <u>soul</u> may difficult to realize. So, this word was translated to English as <u>talented</u> that means <u>having an innate ability to do something well</u> .

TABLE 9 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI*
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.13 TO 14)

Text	No.	Non-Equivalence at Word Level
<p>งานแกะสลักที่<u>ขึ้นรูป</u> [Kuen Roop] จากไม้ชิ้นเดียว ค่อยๆ บรรจงแกะสลักจนเห็นรายละเอียดของแมกไม้และโขลงช้าง เป็นงานแกะสลักภาพแบบลอยตัว มองเห็นได้รอบด้าน</p> <p>Wooden sculpture <u>carved</u> from one whole piece of wood. Details of branches and a herd of elephants are attentively carved into an in-the-round sculpture.</p>	13.	<p>ขึ้นรูป [Kuen Roop] - carved</p>
<p>ฉากไม้แกะสลัก ฉลุเป็นลายไทยหรือ<u>ขึ้นรูป</u>ลอยตัวเป็นภาพ <u>นางอัปสร</u> [Nang Ap Sorn] เหมาะสำหรับประดับภายในอาคารบ้านเรือน</p> <p>Wooden partition carved in Thai classical pattern, and in-the-round figures of <u>heavenly damsels</u> are most appropriate for home decoration.</p>	14.	<p>นางอัปสร [Nang Ap Sorn] - heavenly damsels</p>

TABLE 10 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.13 TO 14)

No.	Source Text	Target Text	Baker's Translation Strategies
13.	ชิ้นรูป	carved	The translators utilized translation strategy for non-equivalence by paraphrase using a related word to clarify the meaning of the specific Thai word ชิ้นรูป [Kuen Roop] or <u>to make something</u> to the English word like <u>carved</u> that means <u>something that is made by cutting a piece of wood</u> .
14.	นางอัปสร	heavenly damsels	The translators used translation strategy for non-equivalence by cultural substitution to describe the meaning of the specific Thai word to the foreign readers to understand that the word นางอัปสร [Nang Ap Sorn] means <u>a heavenly damsel</u> . In addition, this word is often found in the old Thai literature.

**TABLE 11 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF THAI
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.15 TO 18)**

Text	No. Non-Equivalence at Word Level
<p>เครื่องหนัง</p> <p>ร้านรักษ์เล ไทยแลนด์ เป็นร้านหนึ่งที่ยังคงสืบทอดงานแกะสลักหนังตะลุงอยู่ มีทั้งที่แกะเป็นภาพวิถีชีวิต หรือประเพณีท้องถิ่น และยังมีงานอนุรักษ์สิ่งแวดล้อมที่สะท้อน [Sa Torn] ออกมาจากการแกะหนังเป็นภาพชีวิตสัตว์น้ำใต้ทะเล</p>	<p>15. สะท้อน [Sa Torn] - show</p>
<p>Leather Product</p>	
<p>Ruk Ley Thailand is a leather shop where traditional Nang Talung carving art preserved. The existing products reflect the unique Thai lifestyle and local tradition. Moreover, the leather carving works that portray undersea aquatic animals evidently <u>show</u> us the intention of environmental conservation.</p>	
<p>ที่โดดเด่นมากคือ การแกะหนังตะลุง [Nang Ta Lung] ทางภาคใต้ของประเทศไทย ซึ่งมีทั้งการแกะเป็นรูปตัวละครตามเรื่องรามเกียรติ์ [Rarm Ma Kian] หรือนิทานพื้นบ้าน</p>	<p>16. หนังตะลุง [Nang Ta Lung] - Nang Talung or the identical Shadow Play puppets from south Thailand</p>
<p>The most outstanding is the leather carving of <u>Nang Talung or the identical Shadow Play puppets from south Thailand</u> on which the characters are based on either <u>the great epic of Ramayana</u> or Thai folklore.</p>	<p>17. รามเกียรติ์ [Rarm Ma Kian] - the great epic of Ramayana</p>
<p>ตะกร้าไม้ไผ่แท้ [Tae] เน้นประโยชน์ของการใช้งาน ที่ร้าน Nuntaphak จตุจักรพลาซ่า โซน B ซอย 5</p> <p>Bamboo Basket designed to be used in daily life available at Nuntaphak, Jatujak Plaza Zone B Soi 5.</p>	<p>18. แท้ [Tae]</p>

**TABLE 12 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.15 TO 18)**

No.	Source Text	Target Text	Baker's Translation Strategies
15.	สะท้อน	show	The translators used translation strategy for non-equivalence by paraphrase using a related word to translate the word <u>สะท้อน</u> [Sa Torn] or <u>to see an image of the person or thing on the surface of the mirror, glass, or water</u> to the word <u>show</u> that means <u>to let someone see something</u> to help the foreign readers easily understand the meaning of the Thai word.
16.	หนังตะลุง	Nang Talung or the identical Shadow Play puppets from south Thailand	The translators used translation strategy for non-equivalence by a loan word plus explanation to explain the meaning of Thai language to the foreign readers to know that the meaning of the word <u>หนังตะลุง</u> [Nang Talung] is <u>identical Shadow Play puppets from south Thailand</u> .
17.	รามเกียรติ์	the great epic of Ramayana	The translators used translation strategy for non-equivalence by a loan word plus explanation to add more explanations for the meaning of the Thai word <u>รามเกียรติ์</u> [Rarm Ma Kian] as <u>the great epic</u> .
18.	แท้	-	The translators used translation strategy for non-equivalence by omission because the omission of the word <u>แท้</u> [Tae] or <u>genuine</u> does not effect the meaning of the target text.

TABLE 13 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI*
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.19 TO 25)

Text	No.	Non-Equivalence at Word Level
<p>ด้วยวัสดุจากธรรมชาติเช่น ไม้ไผ่ หวาย ย่านลิเภา กก</p> <p><u>ผักตบชวา</u> [Pak Tob Cha Wa] ผสมผสานกับความคิด</p> <p>สร้างสรรค์และความ<u>ละเอียดละไม</u> [La Miad La Mai] ในการผลิต</p> <p>ทำให้ได้งานจักสานที่สวยงาม ใช้ประโยชน์ได้จริงใน</p> <p>ชีวิตประจำวันมาวางขายมากมายในตลาดนัดสวนจตุจักร งานจัก</p> <p>สานที่<u>คง</u> [Kong] เอกลักษณะความเป็นไทยได้อย่างโดดเด่นขึ้น</p> <p>หนึ่งคือ เครื่องเงิน ที่ส่วนใหญ่เป็นภาชนะสานขึ้นรูปจากไม้ไผ่</p> <p>และ<u>เคลือบด้วยรัก</u> [Klueab Duay Rak] วดลวดลายด้วย<u>ชาด</u></p> <p>[Chard] ทองคำ หรือเงิน<u>เปลว</u> [Pleo] ทำให้ได้เครื่องเงินที่</p> <p>สวยงามและคงทน ซึ่งกว่าจะได้งานเครื่องเงินแต่ละชิ้น ต้อง</p> <p>อาศัยความอดทน <u>ความประณีต</u> [Kwarm Pra Need] และฝีมือ</p> <p>ทางศิลปะเป็นอย่างสูง</p>	19.	ผักตบชวา [Pak Tob Cha Wa] - reed and water hyacinth (Java weed)
	20.	ละเอียดละไม [La Miad La Mai] - careful
	21.	คง [Kong] - reflects
	22.	เคลือบด้วยรัก [Klueab Duay Rak] - lacquering
	23.	ชาด [Chard] - rouge
	24.	เปลว [Pleo] - foils
	25.	ความประณีต [Kwarm Pra Need] - attentiveness
<p>With the materials in nature like bamboo, rattan, lygodium flexuous vine, <u>reed and water hyacinth (Java</u> <u>weed)</u> together with the creativity and <u>careful</u> production, the basketwork products produced and sold in J.J. Market are therefore beautiful and very useful to our daily life. One kind of basketry that outstandingly <u>reflects</u> Thai identity is lacquer ware. It's made by weaving stripes of bamboo, <u>lacquering</u>, and painting them with <u>rouge</u>, gold and silver <u>foils</u>. It's the beauty perceived and the durability the products possess are the invaluable reward for the patience, <u>attentiveness</u>, and artistic skills of those craftsmen.</p>		

TABLE 14 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.19 TO 25)

No.	Source Text	Target Text	Baker's Translation Strategies
19.	ผักตบชวา	reed and water hyacinth (Java weed)	Translation strategy for non-equivalence by cultural substitution was used to explain the meaning of <u>ผักตบชวา</u> [Pak Tob Cha Wa] or <u>reed and water hyacinth (Java weed)</u> to the foreign readers to know that it is the well-known Thai vegetable.
20.	ละเมียดละไม	careful	The translators used translation strategy for non-equivalence by paraphrase using a related word in translation because the word <u>ละเมียดละไม</u> [La Miad La Mai] or <u>neat</u> was replaced by the similar word as <u>careful</u> or <u>to avoid doing anything wrong</u> to make the target text seems more precise to realize.
21.	คง	reflect	The translators used translation strategy for non-equivalence by paraphrase using an unrelated word because the word <u>คง</u> [Kong] or <u>to maintain</u> was changed by the word <u>reflect</u> or <u>to show a sign of something</u> .
22.	เคลือบด้วยรัก	lacquering	Translation strategy for non-equivalence by cultural substitution was applied to explain the meaning of the specific word used in the Thai handicraft to the foreign readers to understand that <u>เคลือบด้วยรัก</u> [Klueab Duay Rak] is <u>lacquering</u> that means <u>to cover something with a liquid painted onto metal or wood to form a hard shiny surface</u> .

TABLE 14 (continued)

No.	Source Text	Target Text	Baker's Translation Strategies
23.	ชาด	rouge	In Thai language, the specific word <u>ชาด</u> [Chard] means <u>a pink or red powder or cream</u> . So, the translators used translation strategy for non-equivalence by cultural substitution to translate this word to English as the similar word as <u>rouge</u> .
24.	เปลว	foils	The translators used translation strategy for non-equivalence by cultural substitution because the foreign readers may not understand what the specific Thai word <u>เปลว</u> [Pleo] means. So, this word was translated to English as <u>foils</u> that is <u>metal sheets that are as thin as paper, used for wrapping things</u> .
25.	ความประณีต	attentiveness	The translators used translation strategy for non-equivalence by paraphrase using a related word to define the near equivalent meaning to the Thai word <u>ความประณีต</u> [Kwam Pra Need] or <u>refinement</u> . So, this word was translated to the English word as <u>attentiveness</u> that means <u>doing and watching something carefully</u> .

TABLE 15 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.26 TO 28)

Text	No.	Non-Equivalence at Word Level
<p><u>ย่านลิเภา</u> [Yarn Li Pao] เป็นวัชพืชชนิดหนึ่งทางภาคใต้ ขึ้นเองโดยธรรมชาติใต้ต้นยางพารา บนผืนดินที่มีความชุ่มชื้น</p> <p><u>Lygodium Flexuous vine</u>, <u>or Yaan Lipao</u> in Thai, is a kind of vine naturally grows under the shade of Para Rubber Trees, the special kind of plant cultivated in South Thailand where the soil is always soaked.</p>	26.	<p>ย่านลิเภา [Yarn Li Pao] - <u>Lygodium Flexuous vine</u> or <u>Yaan Lipao</u></p>
<p>ชุดถ้วยชามและตุ๊กตาสีงห้ศิลาตล [Took Ka Tar Sing Si Lar Don] ดินเผาเคลือบสีเขียวใส ที่ร้านศิริผลผลิตภัณฑที่ไทย</p> <p>A crockery set and <u>Celadon toys</u> in light green color, sold at Siriphol Phalittaphanthai.</p>	27.	<p>ตุ๊กตาสีงห้ศิลาตล [Took Ka Tar Sing Si Lar Don] - <u>Celadon toys</u></p>
<p>ลักษณะของงานนั้นจะมีความสวยงามแตกต่างกันไปตามสภาพแวดล้อมและแหล่งวัตถุดิบที่นำมาใช้ผลิต เหมาะสำหรับซื้อไปเป็นของฝากเพื่อ<u>อวด</u> [Auad] ฝีมือคนไทย หรือนำไปตกแต่งอาคารสถานที่ได้อย่างสวยงาม</p> <p>The characteristics of each work piece will be totally different depending upon the source of material and local environmental conditions. They are truly worth buying for souvenirs <u>representing</u> Thai handicraft, or for just for decoration.</p>	28.	<p>อวด [Auad] - <u>representing</u></p>

TABLE 16 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.26 TO 28)

No.	Source Text	Target Text	Baker's Translation Strategies
26.	ย่านลิเภา	Lygodium Flexuous vine or Yaan Lipao	The translators used translation strategy for non-equivalence by a loan word to explain the meaning of the specific Thai word to the foreign readers to understand that a scientific term <u>ย่านลิเภา</u> [Yarn Li Pao] means <u>Lygodium Flexuous vine or Yaan Lipao</u> .
27.	ตุ๊กตาสিংห์ศิลาดล	Celadon toys	The translators used translation strategy for non-equivalence by a more general word to cover the specific meaning of the Thai language. So, the Thai word <u>ตุ๊กตาสিংห์ศิลา</u> <u>ดล</u> [Took Ka Tar Sing Si Lar Don] or <u>a model of a Celadon lion</u> was translated to the more general words as <u>Celadon toys</u> .
28.	อวด	representing	The translators used translation strategy for non-equivalence by a less expressive word to make the target word more formal. So, the Thai word <u>อวด</u> [Aquad] or <u>to show off</u> was replaced by a less expressive word as <u>representing</u> that is <u>to officially speak or take action for another person or group of people</u> .

**TABLE 17 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF THAI
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.29 TO 30)**

Text	No.	Non-Equivalence at Word Level
<p>เอกลักษณ์ [Ek Ka Lak] อีกประการหนึ่งที่บ่งบอกถึงความ เป็นศิลาตลคือ สีของน้ำเคลือบที่ได้จากวัตถุดิบธรรมชาติเป็น หลัก ไม่มีสีสังเคราะห์หรือสารเคมีใดๆ เจือปน ทำให้เห็นสีสน ของผลิตภัณฑ์เป็นสีเขียวใสและมันเงา มองทะลุถึงเนื้อดินได้</p> <p>The <u>property</u> of Celadon is natural color enamel, free from neither synthetic colors nor chemical substances. This enable the glossy green color on the product looks so glossy that you can see through the clay material inside.</p>	29.	<p>เอกลักษณ์ [Ek Ka Lak] - property</p>
<p>เครื่องใช้โลหะ</p> <p>อุปกรณ์บนโต๊ะอาหารจากสแตนเลส สวยงาม <u>ระดูดตา</u> [Sa Dud Tar] ที่ร้าน GK Decoration</p> <p>Metal Utensils</p> <p>Elegant <u>sparkling</u> stainless tableware set, available at GK Decoration.</p>	30.	<p>ระดูดตา [Sa Dud Tar] - sparkling</p>

TABLE 18 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.29 TO 30)

No.	Source Text	Target Text	Baker's Translation Strategies
29.	เอกลักษณ์	property	The translators used translation strategy for non-equivalence by paraphrase using a related word to translate the Thai word <u>เอกลักษณ์</u> [Ek Ka Lak] or <u>identity</u> to the similar word as <u>property</u> that means <u>the quality that a substance has</u> .
30.	สะดูดตา	sparkling	The Thai word <u>สะดูดตา</u> [Sa Dud Tar] or <u>to catch someone's eyes</u> could not be clarified in the target English language. So, the translators used translation strategy for non-equivalence by a more general word to translate this word to the target English word as <u>sparkling</u> that means <u>shining brightly with points of flashing light</u> .

TABLE 19 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.31 TO 33)*

Text	No.	Non-Equivalence at Word Level
<p>ชุดทำบุญตักบาตร ผลิตจากทองเหลือง ประกอบด้วยขันข้าว ทัพพี <u>อุปกรณ์กรวดน้ำ</u> [Oop Pa Korn Kruad Narm] และพานทองเหลือง นอกจากนี้ยังมีชุดเขียนหมากผลิตจากทองเหลือง ประกอบด้วย <u>เขียนหมาก</u> [Chian Mark] ของพลู เต้าปูน ตลับขี้ผึ้ง</p> <p>A food offering to monk utensil set in brass consisting of a rice bowl, a ladle, <u>a libation making set</u> and <u>a tray with pedestal</u>. There is also a distinguished brass set especially made for betel chewiers to keep their betel chewing stuff, including <u>a bowl for betel leaves and areca nuts</u>, a red lime container and small round casket of beeswax.</p>	31.	<p>อุปกรณ์กรวดน้ำ [Up Pa Korn Kruad Narm] - a libation making set</p>
<p>กระบวนการซับซ้อนอันเกิดจากภูมิปัญญาที่สั่งสมสืบทอดกันมาในแต่ละท้องถิ่น ดังนั้น ผ้าทอไทยที่มาจากแต่ละพื้นที่จึงมีความงามแตกต่างกันไปตามวัสดุ สี สัน ลวดลาย วิธีการย้อม และ <u>กระบวนการ</u> [Kra Buan Karn] ถักทอ</p> <p>Moreover, the delicacy and complicated weaving process invented from the wisdom of local skillful weavers are inherited for centuries. Thus, each piece of the woven fabric from each region of the country possesses its own beauty depending upon different traditional patterns, designs, colors, as well as the dyeing and weaving product <u>techniques</u>.</p>	32.	<p>เขียนหมาก [Chian Mark] - a bowl for betel leaves and areca nuts</p>
<p>กระบวนการซับซ้อนอันเกิดจากภูมิปัญญาที่สั่งสมสืบทอดกันมาในแต่ละท้องถิ่น ดังนั้น ผ้าทอไทยที่มาจากแต่ละพื้นที่จึงมีความงามแตกต่างกันไปตามวัสดุ สี สัน ลวดลาย วิธีการย้อม และ <u>กระบวนการ</u> [Kra Buan Karn] ถักทอ</p> <p>Moreover, the delicacy and complicated weaving process invented from the wisdom of local skillful weavers are inherited for centuries. Thus, each piece of the woven fabric from each region of the country possesses its own beauty depending upon different traditional patterns, designs, colors, as well as the dyeing and weaving product <u>techniques</u>.</p>	33.	<p>กระบวนการ [Kra Buan Karn] - techniques</p>

TABLE 20 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.31 TO 33)

No.	Source Text	Target Text	Baker's Translation Strategies
31.	อุปกรณ์กรวดน้ำ	a libation making set	The translators used translation strategy for non-equivalence by cultural substitution to describe one of many traditional Thai appliances to the foreign readers to understand that the word <u>อุปกรณ์กรวดน้ำ</u> [Oop Pa Korn Kruad Narm] is <u>a libation making set</u> .
32.	เชี่ยนหมาก	a bowl for betel leaves and areca nuts	The Thai word <u>เชี่ยนหมาก</u> [Chian Mark] is one of well-known traditional Thai words. So, translation strategy for non-equivalence by cultural substitution was used to present the meaning of this word as <u>a bowl for betel leaves and areca nuts</u> .
33.	กระบวนกร	techniques	The translators used translation strategy for non-equivalence by paraphrase using a related word to clarify the meaning of Thai language. So, the Thai word <u>กระบวนกร</u> [Kra Buan Karn] or <u>a series of actions that are done in order to achieve a particular result</u> was replaced by the word <u>techniques</u> that means <u>special ways of completing something</u> .

TABLE 21 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.34 TO 36)*

Text	No.	Non-Equivalence at Word Level
<p>ผ้ามัดหมี่ มัดหมี่เป็นกรรมวิธีการทอให้เกิดลวดลายบนผืนผ้า โดยการมัด [Mud] ที่เส้นไหมหรือฝ้ายก่อนนำไปย้อมสี แล้วจึงนำมาทอเป็นผืน การทอแต่ละผืนนั้น จะต้องใช้เวลา [Chai We Lar] และความประณีตในการจัดเรียงเส้นไหมและฝ้ายให้สม่ำเสมอคงที่ ถูกต้องตามลำดับวิธีการ จึงจะได้ผ้ามัดหมี่ที่มีลวดลายสวยงาม</p>	<p>34.</p> <p>35.</p>	<p>มัด [Mud] - binding, or Mud in Thai</p> <p>ใช้เวลา [Chai We Lar] - requires special attentiveness</p>
<p>Mud Mee is one specific process of weaving and dyeing. It starts from <u>binding, or Mud in Thai</u>, the cotton threads and later dyes them. The weaving of each piece of cloth <u>requires special attentiveness</u> and refinement. Only the consistent silk and cotton thread arrangement according to the correct procedure can certainly produce the beautiful pattern and fine quality Mud Mee silk.</p>		
<p>งานกระดาษ ที่นิยมกันอย่างมากคือ การนำเอากระดาษสาจากทางภาคเหนือมาตกแต่งหรือดัดแปลง [Tok Tang Rue Dad Plaeng] ให้เป็นข้าวของเครื่องใช้เช่น สมุดบันทึก โคมไฟ กระดาษห่อของขวัญ และของประดับทั่วไป</p>	<p>36.</p>	<p>ตกแต่งหรือดัดแปลง [Tok Tang Rue Dad Plaeng] - used</p>
<p>Art of Paper Works</p> <p>The most renown and popular kind of paper is from the North of Thailand, called Saa paper. It is <u>used</u> in paper handiwork like in the production of notebook cover, lampshade, gift-wrapped paper and other general decorative items.</p>		

**TABLE 22 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.34 TO 36)**

No.	Source Text	Target Text	Baker's Translation Strategies
34.	มัต	binding, or Mud in Thai	The translators employed translation strategy for non-equivalence by a loan word to advise the meaning of Thai language to the foreign readers to understand that the Thai word <u>มัต</u> [Mud] means <u>binding</u> .
35.	ใช้เวลา	requires special attentiveness	The translators used translation strategy for non-equivalence by paraphrase using unrelated words to avoid the repetition because the Thai word <u>ใช้เวลา</u> [Chai We Lar] means <u>to take time</u> . While the words <u>requires special attentiveness</u> mean <u>listening to or watching something carefully because someone is interested</u> .
36.	ตกแต่งหรือ ดัดแปลง	used	Translation strategy for non-equivalence by a more general word was used in broadening the meaning of the specific Thai word <u>ตกแต่งหรือดัดแปลง</u> [Tok Tang Rue Dad Plaeng] or <u>to decorate or to modify</u> to the super-ordinate word as <u>used</u> that means <u>utilized</u> .

TABLE 23 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI*
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.37 TO 40)

Text	No.	Non-Equivalence at Word Level
<p><u>หัวโขน</u> [Hua Khone] ขึ้นรูปจากกระดาษ งานฝีมือระดับ OTOP 5 ดาวจากฝั่งธนบุรี ที่ร้านเจริญสุข โครงการ 4 ซอย 2</p> <p><u>The Khone Mask or the wearing mask for Khone performers (Khone, a Thai classical performance formerly performed in the King's household), an OTOP product of five-star-level that represents Thonbuti District in Bangkok. Now available at Jaroen-Suk Section 4, Soi 2.</u></p>	37.	หัวโขน [Hua Khone] - The Khone Mask or the wearing mask for Khone performers
<p>กระดาษสา เป็นกระดาษที่ทำมาจากเยื่อต้นกระดาษหรือปอสา เป็นไม้ขนาดกลาง มีมากทางภาคเหนือ กรรมวิธีการผลิตจะเริ่มที่ การนำเอาเปลือกของต้นสาไปต้ม จนเส้นใยแยกออกจากกัน จากนั้นจึง<u>ซ็อน</u> [Chorn] เอาเปลือกมาล้างน้ำแล้วจึงทุบหรือบด เพื่อให้กลายเป็นเยื่อกระดาษชิ้นเล็กๆ แล้วนำเยื่อไป<u>แช่</u> [Chae] น้ำ ซ็อนขึ้นมาด้วยตะแกรงแล้วยกขึ้น ทำให้เยื่อกระดาษติดอยู่บนตะแกรงเป็นแผ่น จากนั้นนำไปตากแห้งก็จะจับตัวเป็นแผ่นกระดาษสา</p> <p>Saa Paper is made from fiber of the Saa trees; a kind of fiber plant only cultivated in the North of Thailand. The paper production process starts from boiling the bark in Sodium hydroxide solution until the fiber is separated from each other. Then, <u>rinse</u> the fiber in water and bash or pound into very small pieces of fiber and <u>put in</u> water again. After being soaked, have them sieved in order to get sheets of the skimmed paper fiber, have it dried in the sun and the production of Saa paper is complete.</p>	39.	ซ็อน [Chorn] - rinse
	40.	แช่ [Chae] - put in

TABLE 24 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.37 TO 40)

No.	Source Text	Target Text	Baker's Translation Strategies
37.	หัวโขน	The Khone Mask or the wearing mask for Khone performers	Translation strategy for non-equivalence by paraphrase using a related word plus explanation was used to broaden the meaning of the specific Thai word <u>หัวโขน</u> [Hua Khone] by adding more explanations as <u>the Khone Mask or the wearing mask for Khone performers.</u>
38.	โขน	Khone, a Thai classical performance formerly performed in the King's household	The translators used translation strategy for non-equivalence by a loan word plus explanation to make the foreign readers to understand that the Thai word <u>โขน</u> [Khone] means <u>a Thai classical performance formerly performed in the King's palace.</u>
39.	ช้อน	rinse	The translators used translation strategy for non-equivalence by paraphrase using an unrelated word because the word <u>ช้อน</u> [Chorn] is <u>to get something up with a spoon.</u> But the word <u>rinse</u> means <u>to wash something with water.</u>
40.	แช่	put in	Translation strategy for non-equivalence by paraphrase using a related word was used in translation because the word <u>แช่</u> [Chae] or <u>to soak</u> was exchanged by the similar word like <u>put in.</u>

TABLE 25 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI*
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.41 TO 45)

Text	No.	Non-Equivalence at Word Level
งานกระดาษสาชนิดแผ่นหลากสีสัน หลายลวดลาย <u>สะดุดตา</u>	41.	สะดุดตา [Sa Dud Ta]
[Sa Dud Tar] ไม่ว่าจะเปลี่ยนลายพื้นผิวธรรมชาติของกระดาษสา	42.	ของกระดาษสา [Kong
[Kong Kra Dard Sar] ลายดอกไม้ <u>แห้ง</u> [Haeng] หรือเขียนสีเป็น	43.	Kra Dard Sar]
อักขระคำ <u>พื้นเมือง</u> [Puen Mueang] จนได้รับเลือกเป็นสินค้า	44.	แห้ง [Haeng] -
<u>OTOP</u> จากบ้านป่อสร้าง จังหวัดเชียงใหม่ ที่ร้านร้อยเล่มเกวียน	45.	preserved
โครงการ 8 ซอย 17	44.	พื้นเมือง [Puen
Sheets of Saa paper in various colors and different	45.	Mueang]
patterns: the original pattern, the <u>preserved</u> flowers pattern,		OTOP - OTOP (One
and colorful alphabetic characters, etc. This outstanding		Tambon (or Village in
paper handiwork has been selected to be the <u>OTOP (One</u>		Thai) One Product)
<u>Tambon (or Village in Thai) One Product</u> product		
representing Bor Sang Village in Chiangmai province.		
These attractive handicrafts are now available at Roi Lem		
Gwian, Section 8, Soi 17.		

TABLE 26 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.41 TO 45)

No.	Source Text	Target Text	Baker's Translation Strategies
41.	สะดุดตา	-	Translation strategy for non-equivalence by omission was used to evade a redundancy. So, the word <u>สะดุดตา</u> [Sa Dud Tar] or <u>attractive</u> was omitted.
42.	ของกระดาษสา	-	The source text explained the detail of "Saa paper" to the foreign readers. So, translation strategy for non-equivalence by omission was used to delete wordy phrases, <u>ของกระดาษสา</u> [Kong Kra Dard Sar] or <u>of Saa paper</u> .
43.	แห้ง	preserved	The translators used translation strategy for non-equivalence by paraphrase using a related word. The word <u>แห้ง</u> [Haeng] is <u>to dry</u> while <u>preserved</u> means <u>to treat food in a way that it could be kept for a long time</u> .
44.	พื้นเมือง	-	Translation strategy for non-equivalence by omission was used to make the target text more concise by deleting the redundant word <u>พื้นเมือง</u> [Puen Mueang] or <u>local</u> in the target text.
45.	OTOP	OTOP; One Tambon (or Village in Thai) One Product	Translation strategy for non-equivalence by a loan word plus explanation was used to explain the meaning of the Thai word to the foreign readers to understand that the Thai word <u>Tambon</u> means <u>a village</u> .

TABLE 27 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.46 TO 47)*

Text	No.	Non-Equivalence at Word Level
เครื่องเรือน เครื่องใช้แบบไทย เรือสุพรรณหงส์ [Su Pan Na Hong] จำลองเป็นที่วางเทียน หอม ไอเดียบรรเจิด [Ai Dia Ban Jerd] จากร้านมังกร จตุจักร พลาซ่า	46.	สุพรรณหงส์ [Su Pan Na Hong] - Suphannahong (Golden Phoenix)
Thai Style Furniture and Home Decoration A model of <u>Suphannahong (Golden Phoenix) Royal Barge</u> , model of Suphannahong created for placing the scented candle, also from Mongkon Decor.	47.	ไอเดียบรรเจิด [Ai Dia Ban Jerd]

TABLE 28 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.46 TO 47)*

No.	Source Text	Target Text	Baker's Translation Strategies
46.	สุพรรณหงส์	Suphannahong (Golden Phoenix)	Translation strategy for non-equivalence by a loan word plus explanation was used to explain the name of the golden barge to the foreign readers to understand that the Thai word <u>สุพรรณหงส์</u> [Su Pan Na Hong] or <u>Suphannahong</u> means <u>a golden phoenix</u> .
47.	ไอเดียบรรเจิด	-	The Thai word <u>ไอเดียบรรเจิด</u> [Ai Dia Ban Jerd] or <u>a big idea</u> was not important to help the foreign readers understand the text. So, translation strategy for non-equivalence by omission was used in translation. Thus, the expressiveness of the text was lost.

TABLE 29 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.48 TO 52)*

Text	No.	Non-Equivalence at Word Level
ไม่ว่าจะได้เห็นกี่ครั้งก็ยิ่งรู้สึกว่าการเรือนแบบไทยนี้ มีเสน่ห์ที่ไม่เสื่อมคลาย เข้าทำนองเรียบง่ายแต่คลาสสิก [Klas Sik]	48.	คลาสสิก [Klas Sik] - classic
ทั้งวัสดุที่นำมาใช้และวิธีการทำที่ใช้ทั้งความคิดสร้างสรรค์ ความประณีต และความอดทน เครื่องเรือนของไทยแบบดั้งเดิมส่วนใหญ่จะทำมาจากไม้เนื้อแข็งและมีความสูงไม่มากนัก เนื่องจากในอดีต คนไทยนิยมนั่งตามพื้นบ้าน เช่น ตั่ง [Tang] เดี่ยว มีขาทำเป็นแข้งสิงห์ [Kaeng Sing]	49.	ตั่ง [Tang] - small tables
บางตัวมีการตกแต่งพื้นผิวภายนอกด้วยการฝังมุก หรือวิธีแกะสลักเนื้อไม้ ทำให้มีความสวยงามและมีความคงทน นอกจากนี้ยังนิยมนำวัสดุชนิดอื่นเช่น หวาย หรือหนัง มาผสมดัดแปลง [Pa Som Dad Plang] ให้เครื่องเรือนมีความทันสมัย แต่ยังคงกลิ่นอาย [Klin Ai] ความเป็นไทยอยู่	50.	แข้งสิงห์ [Kaeng Sing] - Singha or lion's legs
	51.	ผสมดัดแปลง [Pa Som Dad Plang] - decorate
	52.	กลิ่นอาย [Klin Ai] - appearance

The charming Thai traditional furniture always attracts everyone by its simplicity and simultaneous classic. Both raw material and production process used requires creativity, scrupulousness and perseverance of the skillful craftsman. The original Thai-style furniture is mostly made from hardwoods with lesser height since the former Thai people prefer sitting on the floor. Here are some small tables, and beds with the legs of which are sculptured into Singha or lion's legs. Some other items are inlaid with mother of pearl or just wood carved. They are not only strong and long lasting but also beautiful. They can even decorate the work piece with wicker and leather for more modern look to the Thai traditional appearance.

TABLE 30 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.48 TO 52)

No.	Source Text	Target Text	Baker's Translation Strategies
48.	คลาสสิก	classic	Translation strategy for non-equivalence by a loan word was used in translating the word <u>คลาสสิก</u> [Klas Sik] to the word <u>classic</u> , to help the foreign readers easily understand the source text.
49.	ตั้ง	small tables	Translation strategy for non-equivalence by cultural substitution was used to translate the name of the Thai furniture called <u>ตั้ง</u> [Tang] to English as <u>small tables</u> .
50.	แข้งสิงห์	Singha or lion's legs	Translation strategy for non-equivalence by a loan word plus explanation was used to translate the word <u>แข้งสิงห์</u> [Kaeng Sing] as <u>Singha</u> that adds more explanations to the description of the <u>lion's legs</u> .
51.	ผสมดัดแปลง	decorate	Translation strategy for non-equivalence by paraphrase using an related word was used to replace the word <u>ผสมดัดแปลง</u> [Pa Som Dad Plang] or <u>to mix and modify</u> to the word <u>decorate</u> that is <u>to make something more attractive by putting something pretty on it</u> .
52.	กลิ่นอาย	appearance	The translators used translation strategy for non-equivalence by paraphrase using an unrelated word since the Thai word <u>กลิ่นอาย</u> [Klin Ai] is <u>scent</u> , but the word <u>appearance</u> is <u>the way someone looks like</u> .

TABLE 31 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.53)*

Text	No.	Non-Equivalence at Word Level
เก้าอี้สนาม เครื่องเรือนภายนอกอาคารที่นำเอาไม้เก่ามาดัดแปลงได้อย่างเข้ากันและ <u>น่าใช้</u> [Nar Chai] ที่ร้านมังกร จตุจักร พลาซ่า โซน B	53.	<u>น่าใช้</u> [Nar Chai]
Outdoor chair, modified from old wooden furniture, is available at Mongkon Decor, Jatujak Plaza, Zone B.		

TABLE 32 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.53)*

No.	Source Text	Target Text	Baker's Translation Strategies
53.	<u>น่าใช้</u>	-	With translation strategy for non-equivalence by omission, the Thai word <u>น่าใช้</u> [Nar Chai] or <u>attractive</u> was not translated in order to make the target text more concise.

TABLE 33 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.54 TO 55)*

Text	No.	Non-Equivalence at Word Level
<p>เครื่องประดับ</p> <p>เป็นที่รู้กันดีว่าเครื่องประดับของไทยนั้น เรืองฝีมือและความประณีตไม่เป็นรองใคร ทำให้ร้านค้าที่ขายเครื่องประดับของไทยในตลาดนัดจตุจักรมีลูกค้าเดินเข้าออกอยู่ตลอดเวลา ไม่ว่าจะเป็นเครื่องประดับจากทองคำ เครื่องเงิน หรืออัญมณีหินสีต่าง ๆ ที่กำลังเป็นที่นิยม นอกจากนี้ บางร้านยังก็ยังมีเครื่องประดับที่ทำจากทองหรือเงินลงยาสามสี [Long Yar Sarm See] โดยที่ลวดลายของเครื่องประดับบางชิ้นมีความเชื่อแฝงอยู่ เช่น กำไลหรือแหวนลายหางช้าง เชื่อว่าจะทำให้ผู้สวมใส่<u>แคล้วคลาด</u> [Klaew Klard] และปลอดภัย</p>	<p>54.</p> <p>55.</p>	<p>ลงยาสามสี</p> <p>[Long Yar Sarm See] - tricolor coated</p> <p>แคล้วคลาด [Klaew Klard] - escape and be saved</p>
<p>Accessories</p>		
<p>Thai accessories are well recognized of their craftsmanship and refinement that are second to none. Thus, all accessories shops here are always crowded with customers since the products that made of gold, silver, and gemstone nowadays become very popular. Moreover, many shops also offer the <u>tricolor coated</u> gold and silver accessories some of which the designs involve with some supernatural beliefs, such as the belief that people who wear bracelets or rings with elephant's tail design will be able to <u>escape and be saved</u> from all dangers, disaster, and calamity.</p>		

TABLE 34 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.54 TO 55)

No.	Source Text	Target Text	Baker's Translation Strategies
54.	ลงยาสามสี	tricolor coated	The translation used translation strategy for non-equivalence by cultural substitution to explain the meaning of word <u>ลงยาสามสี</u> [Long Yar Sarm See] or <u>tricolor coated</u> that was often used in the traditional Thai handicraft to the foreign readers to understand that this word means <u>to cover something with a thin layer of three different colors</u> .
55.	แคล้วคลาด	escape and be saved	Since the foreign readers may not realize what the Thai word <u>แคล้วคลาด</u> [Klaew Klard] means. So, the translators applied translation strategy for non-equivalence by paraphrase using a related word to translate this word to English as <u>escape and be saved</u> .

TABLE 35 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI*
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.56 TO 58)

Text	No.	Non-Equivalence at Word Level
<p>ทองเก่า [Kao] สุโขทัย เครื่องประดับทองคำแบบชาวศรีสัชชนาลัยโดย กลุ่มทองเอกรัช ซึ่งเป็นการรวมตัวของช่างทองแห่งอำเภอศรีสัชชนาลัย จังหวัดสุโขทัย ชมได้ที่ห้างทองเอกรัช โครงการ 1 ซอย 1.</p> <p><u>Sukhothai Gold</u>, the Golden accessories in Srisachanalai design, available at Tong Ekarach Group, which is a group of goldsmiths from renowned Srisachanalai District, Sukhothai Province. Tong Ekarach Store is located in Section 1 Soi 1.</p>	56.	เก่า [Kao] - Sukhothai Gold
<p>หลากหลายอัญมณีทั่วประเทศไทย [Tua Pra Ted Thai] แหล่งรวมเครื่องประดับแห่งจตุจักรที่ร้าน Lisa อัญมณีไทย จตุจักรพลาซ่า โซน C 76-77</p> <p>Various kinds of gemstones at Lisa Thai Gems at Jatujak Plaza, Zone C 76-77.</p>	57.	ทั่วประเทศไทย [Tua Pra Ted Thai]
<p>ภาพเขียน ภาพพิมพ์ไทย</p> <p>สำหรับคนที่ชอบศิลปะภาพวาด คงจะเพลิดเพลินกับการชม [Chom] ร้านขายภาพวาดสีดีไทยๆ ในตลาดนัดสวนจตุจักร</p> <p>Thai Paintings and Rubbings</p> <p>For those who love paintings, <u>shopping</u> at several painting galleries around J.J Market would be most pleasant.</p>	58.	ชม [Chom] - shopping

TABLE 36 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.56 TO 58)

No.	Source Text	Target Text	Baker's Translation Strategies
56.	เก่า	Sukhothai Gold	With translation strategy for non-equivalence by omission, the translators deleted the adjective word <u>เก่า</u> [Kao] or <u>old</u> off the word <u>Sukhothai Gold</u> since the word <u>old</u> in the target language means <u>something has been used for a period of time</u> . And it also has negative connotative meaning.
57.	ทั่วประเทศไทย	-	Translation strategy for non-equivalence by omission was utilized to omit the Thai word <u>ทั่วประเทศไทย</u> [Tua Pra Ted Thai] or <u>all over Thailand</u> , to make the target text more concise.
58.	ชม	shopping	Translation strategy for non-equivalence by paraphrase using a related word was used in translation to specify the meaning of the word <u>ชม</u> [Chom] or <u>to visit</u> to the specific word like <u>shopping</u> that means <u>the activity of going shopping and buying things</u> .

TABLE 37 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI*
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.59 TO 61)

Text	No.	Non-Equivalence at Word Level
<p>ความงามของภาพเขียนลายไทย และงานลวักปิดทอง [Ngarn Long Rak Pid Tong] ชมได้ที่ร้านคุณประมวล โครงการ 24</p> <p>The beauty of Thai classical painting and drawing as well as <u>the lacquered and gilded pieces of art</u>, available at Pramuan Shop.</p>	59.	<p>งานลวักปิดทอง [Ngarn Long Rak Pid Tong] - the lacquered and gilded pieces of art</p>
<p>มีแผนที่คู่ใจสำหรับเดินชอปปิ้ง [Chop Ping] รับรองไม่หลง ไม่เสียเวลาหา<u>ร้านค้า</u> [Har Rarn Kar]</p> <p>Have a map for <u>shopping</u> with you all the time that you will never lose your way and waste your time.</p>	60. 61.	<p>ชอปปิ้ง [Chop Ping] - shopping</p> <p>หา<u>ร้านค้า</u> [Har Rarn Kar]</p>

TABLE 38 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.59 TO 61)

No.	Source Text	Target Text	Baker's Translation Strategies
59.	งานลงรักปิดทอง	the lacquered and gilded pieces of art	The translators utilized translation strategy for non-equivalence by cultural substitution to translate the Thai word that is mostly found in the traditional Thai handicraft <u>งานลงรักปิดทอง</u> [Ngarn Long Rak Pid Tong] to English as <u>the lacquered and gilded pieces of art</u> .
60.	ช้อปปิ้ง	shopping	The translators employed translation strategy for non-equivalence by a loan word to make the foreign readers immediately understand the meaning of the word <u>ช้อปปิ้ง</u> [Chop Ping] or <u>shopping</u> that means <u>to buy goods</u> .
61.	หาร้านค้า	-	Translation strategy for non-equivalence by omission was used to delete the Thai word <u>หาร้านค้า</u> [Har Rarn Kar] or <u>to find the shop</u> because it was not important for the foreign readers to understand the text.

TABLE 39 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *THAI*
STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.62 TO 64)

Text	No.	Non-Equivalence at Word Level
<p>เลือกสวมใส่เสื้อผ้าที่ระบายความร้อน [Ra Bai Kwarm Rorn] และรองเท้าที่เดินสบาย จะทำให้เดินดูของได้นานอย่างอารมณ์ดี [Yang Ar Rom Dee]</p> <p>Wear only <u>comfortable</u> clothes and shoes so you can shop for a long time.</p>	<p>62.</p> <p>63.</p>	<p>ระบายความร้อน [Ra Bai Kwarm Rorn] - comfortable</p> <p>อย่างอารมณ์ดี [Yang Ar Rom Dee]</p>
<p>ควรแบ่งเงินไว้หลายๆ กระเป๋า เช่น กระเป๋าเสื้อ กระเป๋า กางเกง และกระเป๋าสตางค์ เพื่อโดนมือดี [Mue Dee] ล้วงกระเป๋า เงินจะได้ไม่สูญหายไปหมด</p> <p>Divide your money into two or three portions and keep them separately in your shirt pocket, trouser pocket, or in your purse wallet. Therefore, you will not lose all your money if you are unfortunately challenged by the <u>pickpocket</u>.</p>	<p>64.</p>	<p>มือดี [Mue Dee] - pickpocket</p>

TABLE 40 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.62 TO 64)

No.	Source Text	Target Text	Baker's Translation Strategies
62.	ระบายความร้อน	comfortable	The translators used translation strategy for non-equivalence by paraphrase using a related word to make the target text more precise. Therefore, the Thai word <u>ระบายความร้อน</u> [Ra Bai Kwarm Rorn] or <u>to ventilate or to let fresh air into a room, building, or etc</u> was translated to the word <u>comfortable</u> that means <u>making someone feel relaxed without being too hot or cold.</u>
63.	อย่างอารมณ์ดี	-	The translators used translation strategy for non-equivalence by omission to make the target text more concise. So, the Thai word <u>อย่างอารมณ์ดี</u> [Yang Ar Rom Dee] or <u>happily</u> was not translated.
64.	มือดี	pickpocket	The translators used translation strategy for non-equivalence by a less expressive word to help the foreign readers understand the meaning of the Thai language. So, the Thai word <u>มือดี</u> [Mue Dee] was replaced by the more formal word <u>pickpocket</u> that means <u>someone who steals things from people's pockets in a crowd.</u>

TABLE 41 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.65)*

Text	No.	Non-Equivalence at Word Level
<p>เป็นที่รู้กันว่า หากใครอยากได้ของแบบแปลกๆ ใหม่ๆ ไม่ว่าจะ จะเป็นของแต่งบ้าน ของขวัญ หรือของใช้ ตลาดนัดจตุจักร จัดเป็นสถานที่แรกที่เราจะนึกถึง เพราะที่นี้ถือว่าเป็นสนาม ทดลองความคิดสร้างสรรค์และไอเดียแปลกใหม่ นับตั้งแต่การ เลือกวัสดุที่นำมาใช้ในการผลิต การออกแบบชิ้นงาน ไปจนถึง ขั้นตอนการผลิตที่ทำให้ได้มาซึ่ง<u>ชิ้นงาน</u> [Chin Njarn] ที่มีความ สวยงาม แปลกและต่างจากสินค้าทั่วไป</p> <p>Jatujak Market is well recognized and always thought of as the primary source of newly created, unique, outstanding and different products. For J.J. Market is considered as a place for the contest of creative ideas and various new <u>products</u>.</p>	65.	ชิ้นงาน [Chin Njarn] - products

TABLE 42 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.65)*

No.	Source Text	Target Text	Baker's Translation Strategies
65.	ชิ้นงาน	products	The translators used translation strategy for non-equivalence by paraphrase using a related word to make the target word more formal. As a result, the Thai word <u>ชิ้นงาน</u> [Chin Njarn] was translated to the English word <u>products</u> that means <u>something that are made in order to be sold</u> .

TABLE 43 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.66 TO 67)*

Text	No.	Non-Equivalence at Word Level
น้ำพุประดิษฐ์แต่งสวนอย่างได้ไม่ซ้ำแบบใคร	66.	เดิน [Doen] - Standing
เมื่อ <u>เดิน</u> [Doen] มาถึงร้านนี้เรารู้สึกได้ถึงความเย็น ลองมองซ้ายมองขวา เราก็เห็นที่มาของความเย็นนี้ นั่นก็คือน้ำพุนั่นเอง หากแต่เป็นน้ำพุรูปแบบใหม่ที่ให้ทั้งความเย็นของสายน้ำและความเขียวชอุ่มของต้นไม้เล็กๆ ที่ประดับอยู่ มิใช่เป็นส่วนประกอบหลัก ให้ความเป็นธรรมชาติแบบไม่กินพื้นที่ ขอให้มีความที่ว่างเพียง <u>1 ถึง 2 ตารางวา</u> [Nueng Tueng Song Tar Rang War] ก็สามารถวางได้แล้ว	67.	1 ถึง 2 ตารางวา [Nueng Tueng Song Tar Rang War] - 4-8 square meters
Artificial Fountain for Your Garden Decoration		
<p><u>Standing</u> in front of this shop, we suddenly feel the coolness from somewhere. Looking around, we realize that the source of coolness is various artificial fountains. The modern types of artificial fountains offer you coolness from the springing water and simultaneous green color from small decorative trees on woods over them. You can sense the green nature in a very limited place of only <u>4-8 square meters</u>.</p>		

TABLE 44 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.66 TO 67)

No.	Source Text	Target Text	Baker's Translation Strategies
66.	เดิน	Standing	The translators used translation strategy for non-equivalence by paraphrase using an unrelated word to help the foreign readers understand the meaning of the source text. So, the Thai word <u>เดิน</u> [Doen] or <u>to walk</u> was translated to the word <u>standing</u> that means <u>staying in a particular place without moving</u> .
67.	1 ถึง 2 ตารางวา	4-8 square meters	The translators used translation strategy for non-equivalence by cultural substitution to help the foreign readers understand the meaning of the specific Thai word <u>ตารางวา</u> [Tar Rang War] or <u>a Thai unit of measurement</u> . So, this word was translated to English by comparing with the international unit of measurement as <u>square meters</u> . It means <u>an area of measurement equivalent to a square with a meter long sides</u> . The word <u>1 ตารางวา</u> [Nueng Tar Rang War] is a linear measure equivalent to <u>2 square meters</u> , similarly, <u>2 ตารางวา</u> [Song Tar Rang War] equal to the area of <u>8 square meters</u> .

TABLE 45 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.68 TO 71)*

Text	No.	Non-Equivalence at Word Level
ชมสินค้าช่างไทยจากกระเป๋าไข่ใบงาม	68.	ดินทอง [Din Tong] - gold thread
สินค้านี้เป็นงานประดิษฐ์จากเปลือกไข่ซึ่งนิยมใช้ไข่นกกระทาและไข่ห่าน งานแบบนี้รู้จักในชื่อ Faberge Style	69.	ทรงหู [Song Roo]
แต่กระเป๋านี้เป็น Faberge Style ด้วยฝีมือคนไทย วัสดุที่ใช้ก็	70.	สุดเก๋ [Sud Ke]
คุณภาพเยี่ยม เช่น <u>ดินทอง</u> [Din Tong] นี้ ก็สั่งตรงมาจาก	71.	เทียบ [Tiab] - reconsideration
วิทยาลัยในวัง (หญิง) เลยทีเดียว สินค้าก็มีหลายชนิด ทั้งกระเป๋าถือทรงหู [Song Roo] กระเป๋าใส่เครื่องประดับสุดเก๋ [Sud Ke] กล่องใส่ของใช้กระจุกกระจิกชิ้นงาม หากถามถึงราคาอาจจะแพงสักนิด แต่ถ้า <u>เทียบ</u> [Tiab] ชิ้นงานที่ได้ก็ถือว่า คุ่มค่าจริง ๆ		

Faberge Style Products from Thai Craftsmen

The products offered in this shop are made of eggshell, which is called “Faberge” design. The most popular eggshell to be used for this type of work is from goose and ostrich. The decorative material is also of best quality, for example, gold thread from the College of the Grand Palace for Women. There are various kinds of products such as handbag, and boxes for jewelry and beautiful miscellaneous articles. Regarding the high price, it can be considered expensive. But with more careful reconsideration on the refinement and delicate handiwork, it’s truly worth buying.

TABLE 46 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.68 TO 71)

No.	Source Text	Target Text	Baker's Translation Strategies
68.	ด้ายทอง	gold thread	The translators used translation strategy for non-equivalence by cultural substitution to suggest the meaning of the specific Thai word to the foreign readers to understand that Thai people call <u>gold thread</u> as <u>ด้ายทอง</u> [Din Tong]. It means <u>a golden long thin string of cotton or silk used to sew or weave cloth</u> .
69.	ทรงรู	-	The translators used translation strategy for non-equivalence by omission to make the target text more concise. So, the word <u>ทรงรู</u> [Song Roo] or <u>sophisticated</u> was omitted.
70.	สุดเก๋	-	Translation strategy for non-equivalence by omission was used to avoid the redundancy in translation. As a result, the word <u>สุดเก๋</u> [Sud Ke] or <u>elegant</u> was not translated.
71.	เทียบ	reconsideration	The translators used translation strategy for non-equivalence by paraphrase using a related word in translation because the Thai word <u>เทียบ</u> [Tiab] or <u>to compare two or more things in order to see whether they are similar to or different from each other</u> was translated to the similar word <u>reconsideration</u> that is <u>to think again about something in order to decide if you should change your opinion or do something different</u> .

TABLE 47 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.72 TO 73)*

Text	No.	Non-Equivalence at Word Level
กระจกแบบหนังสวยแบบไม่ต้องส่อง	72.	บานใหญ่ [Barn Yai]
<p>ถ้าใครเดินผ่านร้านนี้แล้วเห็นใครๆ หยุดดู อย่าเข้าใจผิดคิดว่าเขากำลังส่องกระจกอยู่ ที่จริงเขากำลังชมความสวยงามของกระจกบานใหญ่ [Barn Yai] ที่ตกแต่งกรอบด้วยหนังชั้นเล็ก ๆ ย้อมสีชมพูหลายเฉด คล้ายงานโมเสก (Mosaic) ทางร้านแขวนกระจกบานสวยนี้ประดับไว้บนผนัง ทำให้เกิดสีสันที่สะดุดตาจนเราอดไม่ได้ที่จะเข้าไปดูใกล้ ๆ เพราะไหน ๆ ก็มายืนตรงหน้ากระจกแล้ว ขอให้ได้ส่อง [Song] สักนิดหนึ่งก็แล้วกัน</p>	73.	ส่อง [Song] - look
<p>Mirror in the Leather Frame</p>		
<p>If you walk past this shop and see most of the people come to a sudden stop in front of it; you may be mistaken that they are looking into the mirror sold here. In fact, the outstanding beauty of a mirror decorated with small pieces of dyed leather in many pink color shades stunned them. In addition, the leather frame of this mirror really looks like stone mosaic. By this distinguished beauty, all shoppers can't help stopping in front of it for a closer <u>look</u>.</p>		

TABLE 48 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.72 TO 73)

No.	Source Text	Target Text	Baker's Translation Strategies
72.	บานใหญ่	-	The translators employed translation strategy for non-equivalence by omission because the adjective Thai word <u>บานใหญ่</u> [Barn Yai] or <u>large</u> does not effect the meaning of the whole target text. So, this word was not translated to English.
73.	ส่อง	look	The translators used translation strategy for non-equivalence by a more general word to translate the specific Thai word <u>ส่อง</u> [Song] or <u>to look into a mirror</u> to the more general word as <u>look</u> that means <u>to turn your eyes towards something</u> .

TABLE 49 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.74)*

Text	No.	Non-Equivalence at Word Level
<p>สารพันชิ้นกับงานเซรามิก ที่ร้านนี้มีแต่งงานเซรามิกสวยๆ เต็มไปหมด ตั้งแต่ของ กระจุกกระจิกที่ใช้ในการทำ Aroma Therapy เช่น เชิงเทียน ตะเกียงน้ำมันหอม <u>ที่วางรูปหอม</u> [Tee Wang Toop Horm] รวม ไปถึงแจกัน โคมบายแขวน ของแต่งบ้านต่าง ๆ</p>	74.	ที่วางรูปหอม [Tee Wang Toop Horm] - aromatic incense trays
<p>All Kinds of Chic Ceramics</p> <p>At this shop, there are many cute ceramic goods to be used as miscellaneous utensil for aroma therapy massage. They are candle handle holders, lamps for scented oil essence, and <u>aromatic incense trays</u>, as well as home decorative items including vases and hanging mobiles.</p>		

TABLE 50 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.74)*

No.	Source Text	Target Text	Baker's Translation Strategies
74.	ที่วางรูปหอม	aromatic incense trays	Translation strategy for non-equivalence by cultural substitution was used in translation to explain the meaning of one of traditional Thai appliances to the foreign readers to know that the word <u>ที่วางรูปหอม</u> [Tee Wang Toop Horm] means <u>aromatic incense trays</u> .

TABLE 51 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.75 TO 76)*

Text	No.	Non-Equivalence at Word Level
สปาทำง่าย ๆ สบายกระเป๋า	75.	เครื่องหอม [Krueang
สินค้าที่สวยทั้งรูป เพราะได้รับรางวัลการประกวดบรรจุภัณฑ์จากกรมส่งเสริมการส่งออก แถมจุกก็หอม เพราะมีกลิ่นที่เหมาะสมเจาะจากส่วนผสมของสมุนไพรไทย ซึ่งคัดเลือกมาแล้วเป็นอย่างดี ส่วนเรื่องราคาหากเทียบกับเครื่องหอม [Krueang Horm] ยี่ห้อดัง ๆ ตามห้างสรรพสินค้าทั่วไปแล้ว ถือว่าไม่แพงเลย ทั้งสวย [Suay] และหอมแบบนี้ ใครจะอดใจไหว	76.	Horm] - perfumes สวย [Suay] - attractive
<p>DIY Home Spa Easy and Inexpensive</p> <p>The packaging of the products is so beautiful that they recently won the award in the Packaging Competition organized by Department of Export Promotion. They are not only beautiful in appearance but also magnificent and very pleasant with its smell from selective herbs.</p> <p>Regarding the price, when comparing with other brand named <u>perfumes</u> sold in any other shopping malls, it's not expensive at all. Since it's so sweet and <u>attractive</u> who else can stop loving it.</p>		

**TABLE 52 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.75 TO 76)**

No.	Source Text	Target Text	Baker's Translation Strategies
75.	เครื่องหอม	perfumes	Translation strategy for non-equivalence by cultural substitution was used in translation. Since the foreign readers may not understand what the specific Thai word <u>เครื่องหอม</u> [Krueang Horm] or <u>Thai aromatic herbs used to scent the room or clothing</u> means. So, this word was translated to the more familiar English word as <u>perfumes</u> that is <u>a scented liquid with a strong pleasant smell that women put on their skin or clothing to make themselves smell nice.</u>
76.	สวย	attractive	The translators used translation strategy for non-equivalence by paraphrase using a related word to translate the Thai word <u>สวย</u> [Suay] or <u>beautiful</u> to the similar English word as <u>attractive</u> that is <u>pleasant to look at.</u>

TABLE 53 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.77 TO 80)*

Text	No.	Non-Equivalence at Word Level
<p>เสื้อพิมพ์ลาย ร้านปลาตะเพียน เห็นเสื้อพิมพ์ลายแบบไทย ๆ อยู่ 2-3 ร้าน แต่พวกเรา<u>ลงมติ</u> [Long Ma Ti] กันแล้วว่า ชอบลายของร้านนี้ เพราะมีลายจาก <u>แบบเรียนไทย</u> [Baeb Rian Thai] สมัยเรายังเด็ก</p>	77.	ลงมติ [Long Ma Ti] - agree
<p>Screened T-shirts at Platapien We have seen lots of screened T-shirts in Thai style designs from some few shops. But all of us do <u>agree</u> that the patterns and designs by Platapien are our favorite. They are in <u>Thai alphabetic characters</u> we all are familiar with since we were young.</p>	78.	แบบเรียนไทย [Baeb Rian Thai] - Thai alphabetic characters
<p>หนังเทียมที่สวยงาม การตกแต่งร้านก็ทำได้ดีเลยทีเดียว โดยแต่งแบบเรียบ ๆ ทาผนังสีขาวตัดกับสินค้าเครื่องหนังที่เป็น<u>โทน</u> [Ton] สีดำ น้ำตาล เข้มและน้ำตาลอ่อน ทำให้สินค้าดูเด่นมากขึ้น ใครที่ผ่านมาเห็น คงจะ<u>ตัดสินใจ</u> [Tad Sin Jai] ซื้องันได้ไม่ยาก</p>	79.	โทน [Ton]
<p>Artificial Leather but Genuinely Beautiful The shop decoration is of good tasted using the simple style with the white-painted wall contrast with the leather goods in black, dark brown and light brown. The contrast has much distinguished all the goods and thus makes them more attractive and easier for shoppers to <u>choose</u> one of their own.</p>	80.	ตัดสินใจ [Tad Sin Jai] - choose

TABLE 54 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.77 TO 80)

No.	Source Text	Target Text	Baker's Translation Strategies
77.	ลงมติ	agree	The translators used translation strategy for non-equivalence by a more general word to make the meaning of the target text less formal. So, the word <u>ลงมติ</u> [Long Ma Ti] or <u>to vote</u> was translated to the less formal English word as <u>agree</u> that is <u>having the same opinion about something</u> .
78.	แบบเรียนไทย	Thai alphabetic characters	Translation strategy for non-equivalence by paraphrase using related words was used to translate the Thai word <u>แบบเรียนไทย</u> [Baeb Rian Thai] or <u>a Thai textbook</u> to the more specific words as <u>Thai alphabetic characters</u> .
79.	โทน	-	Translation strategy for non-equivalence by omission was used to omit the word <u>โทน</u> [Ton] or <u>the only one of a kind</u> , to make the target text more concise.
80.	ตัดสินใจ	choose	Translation strategy for non-equivalence by paraphrase using a related word was used in translation because the word <u>ตัดสินใจ</u> [Tad Sin Jai] or <u>to make a choice or judgement about something especially after considering all the possibilities</u> was translated to the similar English word as <u>choose</u> that is <u>to decide to do something because that is what you prefer to do</u> .

TABLE 55 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.81 TO 84)*

Text	No.	Non-Equivalence at Word Level
<p>วิถีชีวิตด้วยตุ๊กตาเด็กไทย [Took Ka Tar Dek Thai]</p> <p>เพียงแค่เดินเข้าไปเห็นรูปปั้นเซรามิกที่เป็นรูปเด็กผู้ชายไว้ผมจุกยืนอยู่กับยักษ์วัดแจ้ง ก็เรียกรอยยิ้มจากพวกเราได้แล้ว นอกจากนี้ ยังมีรูปปั้นเด็กหัวจุกชายหญิงในอิริยาบถที่แสดงความเป็นไทย เช่น กำลังไหว้ [Wai] หรือกำลังลอยกระทง [Loi Kra Tong] เป็นต้น</p>	81.	ตุ๊กตาเด็กไทย [Took Ka Tar Dek Thai] - Ceramic Toys
<p>Thai Lifestyle Through <u>Ceramic Toys</u></p> <p>By only seeing the statue of a little boy with a topknot hair style standing next to the huge giant of the Temple of the Dawn, all can't help laughing at it. Here are many ceramic dolls of little boys and girls in well-recognized Thai style posture such as the <u>Thai greeting called "Wai"</u> or <u>Kratong floating</u>.</p>	82.	ไหว้ [Wai] - Thai greeting called "Wai"
<p>ร้าน Red Star House</p> <p>ร้านนี้ขอบอกว่าห้ามพลาดเด็ดขาด เพราะเป็นร้านขายสินค้าที่ระลึกทางประวัติศาสตร์<u>การเมือง</u> [Karn Mueang] ของโลก</p> <p>The Red Star House</p> <p>By the thought that glory of the past should not be forgotten, all products are here created in order to recall the history of <u>mankind</u>.</p>	83.	ลอยกระทง [Loi Kra Tong] - Kratong floating
<p>ร้าน Red Star House</p> <p>ร้านนี้ขอบอกว่าห้ามพลาดเด็ดขาด เพราะเป็นร้านขายสินค้าที่ระลึกทางประวัติศาสตร์<u>การเมือง</u> [Karn Mueang] ของโลก</p> <p>The Red Star House</p> <p>By the thought that glory of the past should not be forgotten, all products are here created in order to recall the history of <u>mankind</u>.</p>	84.	การเมือง [Karn Mueang] - mankind

TABLE 56 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.81 TO 84)

No.	Source Text	Target Text	Baker's Translation Strategies
81.	ตุ๊กตาเด็กไทย	Ceramic Toys	The translators used translation strategy for non-equivalence by a more general word to cover the meaning of the specific Thai word <u>ตุ๊กตาเด็กไทย</u> [Took Ka Tar Dek Thai] or <u>a model of Thai children</u> to the more general English words as <u>Ceramic Toys</u> .
82.	ไหว้	Thai greeting called "Wai"	Translation strategy for non-equivalence by a loan word plus explanation was applied to describe the meaning of the Thai word <u>ไหว้</u> [Wai] to the foreign readers to understand that this word means <u>Thai greeting</u> .
83.	ลอยกระทง	Kratong floating	Translation strategy for non-equivalence by cultural substitution was used to explain the name of the famous Thai festival entitled <u>ลอยกระทง</u> [Loi Kra Tong] to the foreign readers to know that this word is the <u>Kratong floating</u> .
84.	การเมือง	mankind	The translators used translation strategy for non-equivalence by using an unrelated word to present the more general word <u>mankind</u> that means <u>the human race</u> to explain the meaning of the specific word <u>การเมือง</u> [Karn Mueang] to the foreign readers to know that this word means <u>politics</u> .

TABLE 57 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.85 TO 87)*

Text	No.	Non-Equivalence at Word Level
<p>เทียนหอมแฟนตาซีเรืองแสงที่ร้าน Fix-Zer Candles พอเข้ามาใกล้ ถึงได้ทราบว่า นอกจากสีที่สวยงามแล้ว ยังใส่ความประณีตบรรจงลงไปในช่วงตอนการทำซึ่งประกอบด้วย การแกะลายและเพนท์สีด้วยมือ เจ้าของร้านช่วยอธิบายสรรพคุณ [A Ti Bai Sap Pa Kun] ของสินค้าให้ฟังว่า เมื่ออยู่ในความมืด เทียนเหล่านี้จะเรืองแสงในตัว และหากซื้อไปแล้วยังไม่ได้จุด กลิ่นหอมของเทียนก็จะหอมอบอวล [Horm Ob Ouan] อยู่ได้นาน 6 เดือน</p>	85.	อธิบายสรรพคุณ [A Ti Bai Sap Pa Kun] - reveals
<p>Scented Fantasy Candles That Glow in the Dark at Fix-Zer Candles</p> <p>We have learned that apart from the beautiful colors attentively selected; the candles are carefully carved and painted by hand. The shopkeeper also <u>reveals</u> that these colorful candles will glow in the dark. And if you buy it without lighting it, the fragrance will <u>last</u> up to 6 months.</p>	86.	หอมอบอวล [Horm Ob Ouan] - last
<p>ตกแต่งบ้านด้วยงานภาพสามมิติ</p> <p>ความสวยงามของภาพ 3 มิติ ที่นำเอาภาพตัวละครจากรามเกียรติ์ เช่น <u>หนุมาน</u> [Ha Nu Man] ทศกัณฐ์ หรือเรือพระที่นั่งสุพรรณหงส์ เป็นต้น</p> <p>3-D Picture for Your Home Decoration</p> <p>3-D Pictures sold in this shop are in the characters from Ramayana Epic, i.e. <u>Hanuman, the King of monkeys</u> and Tosakanth or Ravana, and The Supannahong Royal Barge.</p>	87.	หนุมาน [Ha Nu Man] - Hanuman, the King of monkeys

TABLE 58 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.85 TO 87)

No.	Source Text	Target Text	Baker's Translation Strategies
85.	อธิบายสรรพคุณ	reveals	The translators used translation strategy for non-equivalence by paraphrase using a related word to translate the Thai word <u>อธิบายสรรพคุณ</u> [A Ti Bai Sap Pa Kun] or <u>to explain the quality of something</u> to the similar English word as <u>reveal</u> that means <u>to show something that was previously hidden</u> .
86.	หอมอบอวล	last	Translation strategy for non-equivalence by paraphrase using an unrelated word was utilized to make the target text more precise. So, the Thai word <u>หอมอบอวล</u> [Horm Ob Ouan] or <u>to pervade</u> was translated to English as <u>last</u> that means <u>to continue for a long period of time</u> .
87.	หนุมาน	Hanuman, the King of monkeys	Translation strategy for non-equivalence by a loan word plus explanation was used to explain the name of one of famous characters in the great epic, Ramayana to the foreign readers to understand that the Thai word <u>หนุมาน</u> [Ha Nu Man] is <u>Hanuman, the King of monkeys</u> .

TABLE 59 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.88 TO 89)*

Text	No.	Non-Equivalence at Word Level
<p>เครื่องเขินสวยด้วยลายไม้ ชุดจานที่เรากำลัง<u>เล็ง</u> [Leng] กันอยู่นี้ ก็ทำมาจากไม้ไผ่จัก สานเป็นเส้นบาง ๆ แล้วนำมาขดจนได้เป็นแผ่นตามขนาดที่ ต้องการ</p> <p>Fine Craftsmanship of the Lacquer Ware Set of plates we are <u>looking at</u> is made of coiling bamboo strips put into a flat shape and have it lacquered.</p>	88.	เล็ง [Leng] - looking at
<p>หาอะไรกินรองท้องกันสักหน่อยดีกว่าจะได้มีแรงเดินชอปกัน ต่อ แต่ว่า<u>นักชอป</u> <u>ชากิน</u> [Kar Kin] อย่างพวกเราจะกินอะไรกันดี</p> <p>Let's find something to eat for charging the battery in us. But what should we, shoppers, have for dinner?</p>	89.	ชากิน [Kar Kin]

TABLE 60 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.88 TO 89)

No.	Source Text	Target Text	Baker's Translation Strategies
88.	เล็ง	looking at	Translation strategy for non-equivalence by a more general word was used to translate the specific Thai word เล็ง [Leng] or <u>to aim at something</u> , to the more common word as <u>looking at</u> that means <u>to turn your eyes towards something, so that you can see it.</u>
89.	ซากิน	-	Translation strategy for non-equivalence by omission was used to omit the word ซากิน [Kar Kin] or <u>someone who loves eating</u> . This word was not translated to the target English text because it is not important for the foreign readers to understand the content of the target text.

TABLE 61 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.90 TO 93)*

Text	No.	Non-Equivalence at Word Level
<p>สเต็กจานเด็ดที่ร้านครัวกรุงเก่า ความจริงแล้ว ที่นี้ขายอาหารหลากหลายประเภทตั้งแต่ ก๋วยเตี๋ยวไปจนถึง<u>อาหารตามสั่ง</u> [Ar Harn Tarm Sang] แต่ที่ เป็นเมนูเด็ดของร้านก็เห็นจะเป็นสเต็กจานนี้แหละ เพราะใครก็ ตามเข้ามาในร้านนี้ก็มักจะสั่งสเต็กกันทั้งนั้น มีให้เลือกทั้งสเต็ก หมู ไก่ แกรมด้วยไส้กรอกรสอร่อย ใส่รวมมาในจาน เรียกว่ากิน แล้วรสชาติถูกปาก ปริมาณอิ่มท้อง <u>ราคาสบายกระเป๋า</u> [Rar Kar Sa Bai Kra Pao] เลยกี่เดียว</p>	90.	อาหารตามสั่ง [Ar Harn Tarm Sang] - rice dishes
<p>Superb Steak at Krua Krung Kao Actually, there are various dishes from noodles to <u>rice dishes</u>, but the most favorite dish is no doubt steak. Anyone who comes here always asks for it. You can choose either pork or chicken steak with yummy sausages together in the dish. It's tasty with <u>reasonable price</u> and make you stuffed.</p>	91.	ราคาสบายกระเป๋า [Rar Kar Sa Bai Kra Pao] - reasonable price
<p><u>แซ่บ</u> [Zab] แบบฝุ่นตลบ คงเป็นเพราะรสชาติแบบอาหารอีสาน โดยเฉพาะ<u>ส้มตำ</u> [Som Tam] ไก่ทอด ที่แซ่บถูกใจคนชอบรสจัด</p>	92.	แซ่บ [Zab] - Issan hot and spicy
<p><u>Issan Hot and Spicy</u> in the Blown Up Dust Here is the best place for Isaan tasty foods, especially “<u>Som Tum</u>” or Thai papaya salad, and other Northeastern barbecued chicken. All are appetizing for spicy food lovers.</p>	93.	ส้มตำ [Som Tam] - “Som Tum” or Thai papaya salad

TABLE 62 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.90 TO 93)

No.	Source Text	Target Text	Baker's Translation Strategies
90.	อาหารตามสั่ง	rice dishes	The foreign readers may not understand that the Thai word <u>อาหารตามสั่ง</u> [Ar Harn Tarn Sang] means <u>a dish of Thai food that is made to order</u> . So, translation strategy for non-equivalence by a more general word was used to translate this word to the more general English words as <u>rice dishes</u> .
91.	ราคาสบาย กระเป๋า	reasonable price	The translators used translation strategy for non-equivalence by cultural substitution because the Thai word <u>ราคาสบายกระเป๋า</u> [Rar Kar Sa Bai Kra Pao] or <u>reasonable price</u> ; is known by Thai people that it means <u>customers don't pay too much for their food or drinks</u> .
92.	แซ่บ	Issan hot and spicy	Translation strategy for non-equivalence by cultural substitution was utilized to help the foreign readers understand that the meaning of the northeastern Thai dialect <u>แซ่บ</u> [Zab] means <u>hot and spicy</u> .
93.	ส้มตำ	"Som Tum" or Thai papaya salad	The translators used translation strategy for non-equivalence by a loan word plus explanation to suggest the name of the popular Thai food to the foreign readers to know that <u>ส้มตำ</u> [Som Tam] means " <u>Som Tum</u> " or Thai papaya salad.

TABLE 63 NON-EQUIVALENCE AT WORD LEVEL FOUND IN THE CHAPTER OF *NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.94 TO 96)*

Text	No.	Non-Equivalence at Word Level
<p>หาก<u>ใคร</u> [Krai] มาตอน 11 โมงเช้าหรือตอนเที่ยงก็ต้องทำใจ เย็นๆ รอกันหน่อยก็แล้วกัน</p> <p>If <u>you</u> come at 11 or 12 a.m., you will surely have to wait in a long queue for a while.</p>	94.	ใคร [Krai] - you
<p>บรรยากาศสบายๆ กับอาหารรสชาติไทยแท้ๆ ที่คาเฟ่ เดอ ทองดี</p> <p>คาเฟ่ เดอ ทองดี มีลูกค้าเข้ามารับประทานอาหารตลอดวัน ซึ่งมีทั้งคนไทยและชาวต่างชาติที่อยากลิ้มลองอาหารไทยรสชาติ ดั้งเดิม ที่นี่ยังมีเครื่องดื่มประเภทน้ำผลไม้<u>คั้น</u> [Kan] สด ได้รส อร่อยตามธรรมชาติสำหรับดับกระหาย คลายร้อน นอกจากนี้ บรรยากาศของร้านที่โล่ง โปร่ง สบาย และทำเลที่ตั้งติดถนนที่ สามารถ<u>นั่ง</u> [Nang] ชมวิถีชีวิตของทั้งคนซื้อและคนขายภายใน ตลาดนัดจตุจักร</p>	95.	คั้น [Kan]
<p>Thai Typical Taste in Relaxing Atmosphere at Cafe De Tongdee</p> <p>Cafe De Tongdee is very crowded all day long with customers. They are both Thais and foreigners, who want to taste the original Thai food while they are in J.J. Market. Here, we can also order various kinds of fresh fruit juice whenever we are thirsty. Moreover, the comfortable atmosphere will relieve you from all stresses and exhaustion, so you can <u>sit and relax</u> by watching different lifestyles of people who walk past by the restaurant.</p>	96.	นั่ง [Nang] - sit and relax

TABLE 64 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.94 TO 96)

No.	Source Text	Target Text	Baker's Translation Strategies
94.	ใคร	you	The translators employed translation strategy for non-equivalence by paraphrase using a related word in translation to make the target text more accurate. So, the word <u>ใคร</u> [Krai] or <u>whoever</u> was replaced by the specific word as <u>you</u> that directly means "the readers".
95.	คั้น	-	Translation strategy for non-equivalence by omission was used to make the target text more concise. So, the word <u>คั้น</u> [Kan] or <u>to squeeze</u> was omitted from the words "fresh fruit juice".
96.	นั่ง	sit and relax	The translators used translation strategy for non-equivalence by paraphrase using a related word to translate the Thai word <u>นั่ง</u> [Nang] or <u>to sit down</u> to the English words as <u>to sit and relax</u> , which are more specific than the word in the source language.

TABLE 65 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
THAI STYLE GOODS FROM THE JATUJAK MARKET GUIDEBOOK (NO.1 TO 64)

	ST 1	ST 2	ST 3	ST 4	ST 5	ST 6	ST 7	ST 8
Total	3	4	11	11	16	8	11	0
Percentage	4.68	6.25	17.18	17.18	25	12.50	17.18	0

The table 65 illustrated that seven translation strategies were found in the chapter of *Thai Style Goods* from the *Jatujak Market Guidebook*. First of all, translation by paraphrase using a related word was mostly found at 25%. Secondly, translation by cultural substitution, translation by a loan word or loan word plus explanation, and translation by omission were at the same second position in the table at 17.18%. Thirdly, translation by paraphrase using unrelated words was 12.50%. Next, translation by a more / less expressive word was 6.25%. Then, translation by a more general word was 4.68%. Lastly, translation by illustration was not found in this chapter.

TABLE 66 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN THE CHAPTER OF
NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK (NO.65 TO 96)

	ST 1	ST 2	ST 3	ST 4	ST 5	ST 6	ST 7	ST 8
Total	5	0	7	3	8	3	6	0
Percentage	15.62	0	21.87	9.37	25	9.37	18.75	0

The table 66 showed that seven translation strategies were found in the chapter of *New Products* from the *Jatujak Market Guidebook*. Firstly, translation by paraphrase using a related word was mostly found at 25%. Secondly, translation by cultural substitution was 21.87%. Thirdly, translation by omission was 18.75%. Next, translation by a more general word was 15.62%. Then, translation by a loan word or loan word plus explanation and translation by paraphrase using unrelated words were at the same rate at 9.37%. Finally, translation by a more / less expressive word and translation by illustration were not found in this chapter.

TABLE 67 BAKER'S TRANSLATION STRATEGIES (1992) FOUND IN TWO CHAPTERS ENTITLED *THAI STYLE GOODS AND NEW PRODUCTS FROM THE JATUJAK MARKET GUIDEBOOK* (NO.1 TO 96)

	ST 1	ST 2	ST 3	ST 4	ST 5	ST 6	ST 7	ST 8
<i>Thai Style Goods</i>	3	4	11	11	16	8	11	0
<i>New Products</i>	5	0	7	3	8	3	6	0
Total	8	4	18	14	24	11	17	0
Percentage	8.33	4.16	18.75	14.58	25	11.45	17.70	0

In conclusion, the final table presented that seven translation strategies were found in two chapters entitled *Thai Style Goods* and *New Products* from the *Jatujak Market Guidebook*. Initially, translation by paraphrase using a related word was mostly found at 25%. Secondly, translation by cultural substitution was 18.75%. Thirdly, translation by omission was 17.70%. Fourthly, translation by a loan word or loan word plus explanation was 14.58%. Next, translation by paraphrase using unrelated words was 11.45%. Then, translation by a more general word was 8.33%. After that, translation by a more / less expressive word was 4.16%. Ultimately, translation by illustration was not found in both mentioned chapters.

CHAPTER 5

CONCLUSION AND DISCUSSION

The fifth chapter of the study presents conclusion, discussion, and recommendations for further researches based on the results of studying translation strategies employed in the travel document entitled *Jatujak Market Guidebook*.

Conclusion

The conclusion of the study of translation strategies employed in the travel document entitled *Jatujak Market Guidebook* are presented as follows:

Concerning the initial objective, the researcher found seven strategies employed by the translators in translating two chapters named *Thai Style Goods* and *New Products* from the *Jatujak Market Guidebook*. They are: translation by paraphrase using a related word, translation by cultural substitution, translation by omission, translation by using a loan word or loan word plus explanation, translation by paraphrase using unrelated words, translation by a more general word, and translation by a more / less expressive word respectively. The study of each translation strategy was previously listed in the fourth chapter of the study.

With respect to the secondary objective, the frequency of each of translation strategies was illustrated as a percentage based on different kinds of strategies. For example, the most found translation strategy was the translation by paraphrase using a related word at 25%. The other strategies were: the translation by cultural substitution,

18.75%; the translation by omission, 17.70%; the translation by a loan word or loan word plus explanation, 14.58%; the translation by paraphrase using unrelated words, 11.45%; the translation by a more general word, 8.33%; and the translation by a more / less expressive word, 4.16%. However, the translation by illustration was not found in two mentioned chapters of the guidebook.

In conclusion, the results of the study illustrated that seven translation strategies were found in the *Jatujak Market Guidebook* to cope with the non-equivalence at word level occurring in translation procedures between the source Thai language and the target English language. Consequently, the translators of the guidebook could precisely transfer the meaning of source Thai texts to the target English texts in order to present travel information to the foreign readers.

Discussion

The non-equivalence at word level between Thai and English languages is one of many problems occurring in translation. Translators can not select a target English word to directly transfer the meaning of the source Thai word. So, many strategies are used in translation procedures to solve the non-equivalent problem, to help foreigners learn the meaning of the Thai word. The *Jatujak Market Guidebook* is one of many Thai travel documents that are translated to the English language. In respect to translation, the equivalence at word level between the source Thai word and the target English word is very important to help the foreign readers understand the meaning of the source Thai text in the guidebook. The researcher studied the equivalence at word level in terms of word choices

by using Mona Baker's translation strategies for non-equivalence at word level (1992 : 26-42) as a tool of analysis. The results were discussed as follows:

The *Jatujak Market Guidebook* is used to promote the *Jatujak Weekend Market*, Bangkok, Thailand. All Thai texts might be translated to target English words to help the foreign readers be aware of various kinds of Thai products and shops at the market. Based on the study, the translation by paraphrase using a related word was mostly found in translating those Thai words at 25%. The results imply that the form of Thai language is obviously different than English in terms of concepts. Consequently, the translators carefully selected the most appropriate target English word that has approximately equivalent meaning of the source Thai word to maintain the content of the original Thai text. For example, an English word could not clearly transfer the meaning of the Thai word “แคล้วคลาด [Klaew Klard]”. However, this Thai word was translated to the English target words, which closely means the source Thai meaning as “escape and be saved”. So, translation by using a related word challenges the translators' abilities in terms of word choices in order to help the foreign readers understand the specific meaning in the Thai language that could not be clarified in English.

Most of the Thai words found in the guidebook are specific Thai words and phrases employed in the traditional Thai handicraft such as wickerwork, metal utensils, accessories, and etc. Therefore, the translation by cultural substitution was the second most frequently found strategy in translating specific Thai words to English at 18.75%. For example, “เคลือบด้วยรัก [Klueab Duay Rak]” or “lacquering”, “ชาด [Chard]” or “rough”, “เปลว [Pleo]” or “foils”, “ตั่ง [Tang]” or “small tables”, “ลงยาสามสี [Long Yar Sarm See]” or “tricolor coated”, and etc. Additionally, the translation by cultural substitution was found to indirectly

convince the foreign readers to realize the difference between Thai and western cultural perspectives. For instance, the source Thai text “คุณพร้อมจะไป [Pai] กับเราหรือยัง?” was translated to English as “Are you ready to come with us?” The Thai word “ไป [Pai]” or “go” was replaced by a different word as “come” in English. In Thailand, interpersonal perspective has to do with where Thai people are in relation to one another person. So, they have used the Thai word “ไป [Pai]” or “go” when they persuade someone to go with them. Differently, westerners prefer using the English word “come” when the direction is made towards the speakers.

Regarding the distinction between forms of languages, Vanessa Leonardi (2000) states that the distinct meanings in the source and target language may cause changes in the meaning of the message conveyed. Translators may add more explanations or omit some target words in translation because of the lack of particular meaning in the target language itself. So, the translation by omission was found in this study at 17.70%. For instance, the adjective Thai word “แท้ [Tae]” or “genuine” was omitted out of the English phrase “a bamboo basket” or “ตะกร้าไม้ไผ่แท้ [Tra Kar Mai Pai Tae]” in Thai language.

Many Thai words found in the guidebook are names of places and goods, which seem difficult for the foreign readers to study the Thai language. So, the translation by a loan word or loan word plus explanation was found at 14.58% to broaden the meaning of specific Thai words. As an example, the Thai word “กิณรี [Kin Na Ree]” was translated to English as “Kinnaree” and includes more explanations as “Kinnaree, one of the well-known characters from old Thai literature”.

Interestingly, the distinction between Thai and English languages may help translators use the various target word in translation. Some source Thai words presented in

the guidebook were replaced by target English words that have different meanings. For example, the Thai word “ถ่ายทอด [Tai Tord]” or “to teach” was replaced by the English word “achieved”. The word “ชีวิต [Chee Wit]” or “life” was changed to the word meaning “skillful”. And the word “จิตวิญญาณ [Jit Win Yarn]” or “soul” was translated to the word “talented”. The results indicate that the translation by paraphrase using unrelated words was found in order to avoid the repetition of the same words in translation at 11.45%.

In translation procedures, Mona Baker (1992 : 23) suggests that languages tend to have general words but lack specific ones since each language makes only those distinctions in meaning which seem relevant to its particular environment. It causes the translators with the difficulty in finding the equivalence in English meaning for some specific Thai words. Therefore, the translation by a more general word was found in translation at 8.33% to use a more general target word that covers the meaning of the missing source word in the target language. For instance, the more general word, “Celadon toys”, was found to explain the specific meaning of the Thai word “ตุ๊กตาสีงห์ศิลาดล [Took Ka Tar Sing Si Lar Don]” or “a model of a Celadon lion”, which could not be clarified in English.

Additionally, the findings of the study showed that a few local spoken Thai words in the texts were too difficult to translate to English. So, the translation by a more / less expressive word was found in the guidebook at 4.16% in order to help the foreign readers realize the different degrees of the source Thai meaning. For instance, the Thai word “ของ [Kong]” or “a thing” was changed to the more expressive English word “products” to specify a more formal meaning. Similarly, the other Thai word “ม็อดดี [Mue Dee]” was replaced by a less expressive word, a more formal word, “pickpocket”, which means “someone who steals

things from people's pockets in a crowd" in English. A more / less expressive word could be used to make the meaning of the source language looks more easily understanding.

The last translation strategy entitled translation by illustration was not found in this study. Obviously, almost every English target word could closely transfer the literal meaning of the source Thai word. However, various beautiful pictures of foods, products, and shops help the guidebook seems more interesting and portrays the characteristics of Thai products retailed at the *Jatujak Weekend Market*.

In summary, the results illustrated that seven translation strategies were found in translating the *Jatujak Market Guidebook* from Thai to English. The most frequently found translation strategy was the translation by paraphrase using a related word. The findings suggest that students or ones who study translation should focus on the specific Thai words found in the guidebook and other Thai travel documents because some Thai words could not be precisely translated to English. However, the translators of the *Jatujak Market Guidebook* maintained the meaning of the Thai language by selecting target English words with near equivalent meanings to those Thai words. So, most of the related English words found in the guidebook could keep close to the source Thai meanings. In other words, the translation by using a related word solves the non-equivalence at word level to encourage the foreign readers understand the meaning of Thai language.

Other translation strategies found in the guidebook were: the translation by cultural substitution, the translation by omission, the translation by a loan word or loan word plus explanation, the translation by using unrelated words, the translation by a more general word, and the translation by a more / less expressive word. They can be applied as a

guideline to word choices when selecting the most appropriate target word to correctly transfer the original meaning of the source text in Thai and English translation.

Furthermore, translators and general readers who involve in translation field could apply the previous mentioned translation strategies in their translation of other kinds of documents e.g., business correspondence, autobiographies, magazines, and etc.

Practically, students who are interested in studying translation could learn how to analyze the data on translation strategies used in this research to study the translation quality for rectifying their own translation jobs. This certainly develops Thai-English translation skills used in the translation career, business work, and interpersonal communication.

Recommendations for Future Studies

The purpose of this study was to study strategies employed in translating a travel document. Nevertheless, translation is also important to the procedures of learning new knowledge and future innovation, which is required for one who needs to cope with difficulties in international communication. So, translation can be further developed if further studies focus on other issues as follows:

1. Studying translation strategies for non-equivalence at word level of Mona Baker (1992), Basil Hatim & Ian Mason (1997), and Sanchawee Saibua (1999) found in other bilingual documents e.g., autobiographies, business correspondence, newspapers, poems, brochures, and etc. The frequency of translation strategies will be distinct from the results of the latest study. Translators, students, and general readers can learn various translation strategies to improve their own Thai and English translation abilities.

2. Exploring strategies found in translating the English dialogues in western films to the Thai subtitle. Interestingly, it will be beneficial if general readers can learn how translators select target Thai words to clarify the meaning of the source English language.

3. Analyzing problems of translation encountered by translators: namely, word choices, grammatical mistakes, cross cultures, and etc in order to study the appropriate solutions of translation problems.

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