

AN ANALYSIS OF WORD-LEVEL STRATEGIES IN MARKETING TECHNICAL TERMS
TRANSLATION FROM ENGLISH INTO THAI

A MASTER'S PROJECT
BY
SONGWUT BURIMJITT

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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The objective of this study was to analyze Mona Baker's translation strategies and the translation quality in translating 175 English marketing technical terms in the textbook entitled "Business: A Changing World" into 178 Thai-translated terms.

The findings illustrated that 25 patterns of combined strategies were employed. Furthermore, the eight major strategies most-frequently found included "literal translation" (43.93%), "paraphrasing using related words" (31.15%), "general or specific words" (10.82%), "omission" "paraphrasing using related words" (11.32%), "omission" (3.77%), "illustration" (3.46%), "more or less expressive words" (3.14%), "loan words" (1.89%), and "paraphrasing using unrelated words" (1.31%) respectively. However, "loan words plus explanation" and "cultural substitution" were not found in this text.

Among the 25 patterns of Baker's strategies employed in 178 Thai-translated terms, 18 patterns were combined with multiple-strategies of which the two combined patterns dominantly found were "literal translation + paraphrasing with related word" (32.02%), and "general or specific words + paraphrasing with related word" (4.43%) Additionally, three English technical terms were translated in 2 versions with the emphasis on accuracy or clearness in translation.

Implied from the findings, English and Thai technical terms are mostly non-equivalent in terms of word structure and semantic components. Therefore, technical terms translation should be more concentrated on clearness and naturalness rather than accuracy in translation. However, the target texts can achieve the three qualifications of effective translation at the same time should multiple-strategies of translation be systematically integrated based on the target audience analysis.

การศึกษากลยุทธ์การแปลระดับคำในการแปลคำศัพท์เฉพาะทางการตลาด
จากภาษาอังกฤษเป็นภาษาไทย

บทคัดย่อ
โดย
ทรงวุฒิ บุริมจิตต์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

พฤษภาคม 2550

ทรงวุฒิ บุริมจิตต์. (2550), การศึกษากลยุทธ์การแปลระดับคำในการแปลคำศัพท์เฉพาะทาง การตลาดจากภาษาอังกฤษเป็นภาษาไทย. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ : บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ.
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สารนิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษากลยุทธ์การแปลระดับคำตามทฤษฎีของ Mona Baker และวิเคราะห์คุณภาพการแปลในการแปลคำศัพท์เฉพาะทางการตลาดจากภาษาอังกฤษเป็นภาษาไทย โดยศึกษาจากคำศัพท์เฉพาะภาษาอังกฤษจำนวน 175 คำ และคำศัพท์ฉบับแปลภาษาไทยจำนวน 178 คำ จากตำราวิชาการเรื่อง “ธุรกิจเบื้องต้น”

ผลการศึกษาพบว่าผู้แปลใช้กลยุทธ์เดี่ยวและกลยุทธ์แบบผสมจำนวน 25 รูปแบบ ในการแปลคำศัพท์เฉพาะ ซึ่งกลยุทธ์หลัก 8 กลยุทธ์ที่ใช้ในการแปลประกอบด้วย “การแปลตรงตัว” (คิดเป็นร้อยละ 43.93) “การปรับบทแปลโดยใช้คำศัพท์ที่มีความสัมพันธ์กับภาษาต้นฉบับ” (คิดเป็นร้อยละ 31.15) “การใช้คำที่มีความหมายกว้างขึ้นหรือแคบเข้า” (คิดเป็นร้อยละ 10.82) “การละคำ” (คิดเป็นร้อยละ 3.77) “การอธิบายด้วยแผนภาพ” (คิดเป็นร้อยละ 3.46), “การใช้คำที่มีความหมายแฝงเชิงจิตพิสัย” (คิดเป็นร้อยละ 3.14), “การใช้คำยืม” (คิดเป็นร้อยละ 1.89) และ “การปรับบทแปลโดยใช้คำศัพท์ที่ไม่มีความสัมพันธ์กับภาษาต้นฉบับ” (คิดเป็นร้อยละ 1.31) ตามลำดับ อย่างไรก็ตาม อย่างไรก็ดี ผลการวิจัยในครั้งนี้ไม่พบกลยุทธ์การแปลโดยการใช้คำยืมประกอบคำอธิบาย และ “การแปลโดยการแทนที่แนวคิดทางวัฒนธรรมในสังคมของผู้อ่านภาษาฉบับแปล”

ผลการศึกษาพบว่าในจำนวนรูปแบบการแปลทั้ง 25 รูปแบบที่ใช้ในการแปลคำศัพท์ภาษาไทยทั้งหมดจำนวน 178 คำ นั้น ผู้แปลใช้กลยุทธ์การแปลแบบผสมจำนวน 18 รูปแบบ ซึ่งกลยุทธ์แบบผสมที่พบมากในการวิจัยในครั้งนี้ได้แก่ “การแปลตรงตัวผสมผสานกับการปรับบทแปลโดยใช้คำศัพท์ที่มีความสัมพันธ์กับภาษาต้นฉบับ” (คิดเป็นร้อยละ 32.05) และ “การใช้คำที่มี

ความหมายกว้างขึ้นหรือแคบเข้าผสมผสานกับการปรับทแปลโดยใช้คำศัพท์ที่มีความสัมพันธ์กับภาษาต้นฉบับ” (คิดเป็นร้อยละ 4.43) นอกจากนี้ผลการวิจัยยังพบว่าคำศัพท์ภาษาอังกฤษจำนวน 3 คำ มีคำแปล 2 รูปแบบ โดยผู้แปลอาจมุ่งเน้นความถูกต้องทางความหมาย หรือความเป็นธรรมชาติในภาษาฉบับแปล

จากการศึกษาสรุปได้ว่าคำศัพท์เฉพาะภาษาอังกฤษและภาษาไทยส่วนใหญ่มีความแตกต่างกันในด้านโครงสร้างและส่วนประกอบทางความหมาย ดังนั้นในการแปลคำศัพท์เฉพาะนั้น ผู้แปลควรมุ่งเน้นความเข้าใจของผู้อ่านฉบับแปล และความเป็นธรรมชาติในภาษาฉบับแปลมากกว่าความถูกต้องตามภาษาต้นฉบับ นอกจากนี้ในการแปลคำศัพท์เฉพาะ ผู้แปลควรวิเคราะห์ผู้รับสารในภาษาฉบับแปลและผสมผสานกลยุทธ์ในการแปลระดับคำที่หลากหลายเพื่อให้ผลงานแปลมีคุณภาพทั้งในด้านความถูกต้องตามภาษาต้นฉบับ ความเป็นธรรมชาติในภาษาฉบับแปล และความเข้าใจของผู้อ่านฉบับแปล

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 fulfillments of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

Master's Project Advisor

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(Assistant Professor Penny Diskaparakai)

Chair of Business English for International Communication Program

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(Assistant Professor Dr. Tipa Thep-Ackrapong)

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(Assistant Professor Sirinna Boonyasaquan)

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

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibuchol)

May, 2007

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CHAPTER 1

INTRODUCTION

Background

At present, the Thai economy has been driven to the age of free trade agreements. Therefore, the Royal Thai government has deployed its core policies to develop Thailand to be the industrial hubs in many sectors – automotive industry, medical health industry, spa industry, food industry, fashion industry, and IT industry. (Manager Weekly. 22-28 August 2005: D6) Consequently, most universities in Thailand have launched a large number of international or bilingual curriculums in the fields of business administration, engineering and information technology. The objectives of such programs aim at producing the graduates who are equipped with business management skills as well as communicative English ability to negotiate with international entrepreneurs.

English language textbooks are the most essential teaching materials for international or bilingual program students. Especially, in the fields of Information Technology and Business Administration, knowledge and current trends seem to be fast moving; consequently, Thai students need to improve their reading skills in order to comprehend the conceptual frameworks of international theories and to cope with current trends in global economy. However, as of the report from the Commission of Higher Education, Achara Wongsothorn, Director of English Language Development Center, said that the average score of English examination for university admission in March 2005 stood at only 40.14% or under the passing criteria. (Manager Weekly. 22-28 August 2005: D6)

This information implies that the English language proficiency of Thai students seems to be unsatisfactory.

To enhance Thai students to access current international knowledge, McGraw-Hill and Pearson Education have established the Thai translation division to invite special lecturers in business administration, information technology, and engineering in outstanding universities in Thailand to translate English textbooks into Thai.

Most textbook translators have mostly never studied the linguistic approach of translation, and they usually concentrate on the understanding of readers rather than translation strategies. In accordance with the research entitled "*A Survey of Translators' Attributes*", Vessakosol (2003: 79) commented that language ability in source and target texts, and knowledge in subject matters are more important for non-literary translators than knowledge in translation strategies and linguistics and literature background. Likewise, Saibua (1999) commented that idiomatic translation approach with an attempt to keep original meaning should be employed in academic translation. Moreover, translators are authorized to adjust their translated texts by adding explanations to get conceptual framework understood among translated-version readers. Additionally, Unrat (1990) mentions that good translation should be composed of three qualifications: (1) being accurate or nearly equivalent in content, (2) being clear and understandable among readers, and (3) being natural in forms of target language.

Implied from the previous comments, linguistic training in translation may be not that necessary for textbook translators. However, the above-mentioned argument may be somehow different from Saeng Aram-rueng (1999) that teaching translation is not language classrooms, but it requires training in translating strategies essential for keeping closed

meaning. Likewise, Pinmanee (2003) argued that teaching in translation principles and strategies based on linguistics concepts will assist practical translators in scientifically applying such strategies to deal with numerous translation problems and limitations which are difficult to completely present in translation courses. Therefore, it is of compelling interest for translation instructors to explore what translation strategies are mostly used by non-linguist translators playing significant role in textbook translation.

Statement of the Problems

Chuenjit (1984) discussed the language style of academic texts that the sentence structures are similar to those used in the other forms of writings. Therefore it implies that university students may be able to use contextual clues and sentence modifiers to figure out the main idea of each sentence, or even each longer passage. However, technical terms that are used to conceptualize ever-changing cultural values or modern knowledge may be difficult for the readers from different cultures. Should such readers not be able to comprehend the conceptual meanings of the technical terms, they are unable to completely understand the key ideas of the text. (Seager: 1990)

“Vocabulary is undoubtedly the aspect of language which is most immediately affected by social change. Changes in terminology arise partly from the need to enrich the language with the lexical items required by the economic and Cultural Revolution.” (Lewis 1983: 318) Accordingly, Changkwanyeeun (2005) claimed that translating and coining Thai technical terms enable Thai students to study their subject matter without any needs of foreign language skills. Chuenjit (1984: 81) illustrated that one word may be used as the technical

terms conveying different meanings in different fields of studies. The word “convention”, for instance, in general context means meetings or regulations. In legal English, it is defined as agreements among member countries. In mathematics register, it refers to mathematics symbols.

Apart from the complexity of semantic components of technical terms, knowing a word also implies knowing how that word relates to other knowledge. The more we know about a specific concept, the more words we can bring to our understanding of that concept. Because we have individual interests and backgrounds, each of us brings different words to shape that understanding. (Dejtisak. 2006: 8) As a result, it is worthy for translation specialists to employ word-level translation strategies to translate closely equivalent technical terms from English into Thai.

When practical translators intend to translate English words into Thai, they simply look up Thai nearly-equivalent words in English-Thai dictionaries, which present all the words of a language. Technical dictionaries are the required translation tools for academic textbook translation. However, in some academic fields, like marketing and information technology, new concepts are always introduced, so it is difficult for ELT publishers to update all new technical terms in their technical dictionaries.

Consequently, it is beneficial for non-linguist translators to study linguistic process of decoding the conceptual meanings embedded in contemporary English technical terms and transfer them into appropriate meaning in Thai in order to enable Thai readers to get the same concepts presented in English-origin terms.

A number of translation theorists have proposed definitions of translation, which rely on conflicts of form-based equivalences - believing in literal translation, and meaning-based

equivalences - believing in idiomatic translation. The former group strictly decodes the translated words with similar word formation and meaning to the original words. On the contrary, the latter somehow adjusts the form in translated words but keep the close of the original words. To sum up, it is challenging to explore whether ethics in translation or target-text readers' understanding is a more effective in technical term translation.

Nida (Nida and Taber. 1982: 12) stated that translation is attempted in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and second in terms of style. In other words, the form and content of the translated text should be equal to those of the source text. Additionally, the responses of the translated-version readers should be similar to those of original texts.

Catford (1965: 1) stated that translation is an operation performed on languages: a process of replacement of the source language (SL) by equivalent textual material in another target language (TL). Moreover, Catford's theory of translation equivalence believed that translated text should be equivalent in text message and corresponding ranks in five-level text structure: morphemes, words, phrases, clauses, and sentences. (Suphol. 1998: 31-32)

While the first two translation theorists strongly believed that translation required equivalence in form and meaning, the opposing viewpoints emphasized on message understanding among translated-text readers rather than equivalence in translation.

Newmark (1981: 7) argued 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.

Similarly, Larson (1984: 3) also emphasized on closed meaning rather than corresponding form in translation; they offered the following definition of translation:

“Translation, then, consists of studying the lexicon, grammatical structure, communication situation and cultural context of the source language text, analyzing the source-text in order to determine its meaning, and then reconstructing this same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context.”

The researcher hereafter presents semantic and morphological viewpoints to support the argument that equivalence in translation is less significant than translation strategies used to encode the conceptual ideas entailed in English technical terms in form of comprehensible Thai translated technical terms.

In terms of morphology, Kobsiriphat (2005: 14-15) said that English is the head-medial language, head nouns are preceded by adjectives used as pre-noun modifiers or followed by prepositional phrases used as post-noun modifiers. On the contrary, Thai is the head-first language, i.e., modifiers always come after head nouns. To illustrate the theory, “Direct Marketing” in English is translated in “การตลาดทางตรง” in Thai (transliterated as “Karntalard Thangtrong” in English). Although it is equivalent in meaning, it was paraphrased in different word structure. Whereas the grammatical structure of English term is “Adjective + Head Noun”, the Thai term is translated in “Head Noun + Prepositional Phrase” structure.

With regard to semantics, Prasithrathasint (2001) said that technical terms might be translated in various forms if translators emphasize different sense of meaning with different attention to decode the same technical terms to different audience. For instance, “Ishikawa

Diagram” in Japanese can be decoded in two English terms – “Fishbone Diagram” when the graphic of the diagram is focused, and “Cause-Effect Diagram”, when the function of the diagram is focused. Although the translated versions might be distorted in meaning, target-language readers get the same conceptual frame as original-text readers.

Susakul (2004) conducted a Master’s Project on *“A Comparative Analysis of Translation Strategies Used by Third Year English Majors and Expert Translators.”* The research findings revealed that expert translators used more omission and paraphrasing strategies than student translators did because students believed that a good translation was to make the whole text equivalent to the source text. This research supported the inference that translators concentrate more on general readers’ understanding than equivalent forms in source and target texts.

The preceding examples imply that different strategies may be employed to translate the same technical terms for the clear understanding of different groups of audience. In other words, “Integrated Marketing Communication” might be translated by using loan words if this term is decoded among expert marketers. On the contrary, it might be translated by paraphrasing using related words, being called in Thai “การตลาดแบบผสมผสาน” (romanized as “Karnthalardbabpasompasarn”) if the target-text readers are marketing students. The second version is in compliant with Nida’s concept that the responses of the translated-version readers should be similar to those of original texts. Additionally, should the translator strictly decode the academic register of the technical term, it might be translated as “การตลาดแบบบูรณาการ” (romanized as “Karnthalardbabburanakarn”). The Thai word “บูรณาการ” is a complex word being composed of the root “บูรณะ” bounded

by the verb “อากร” In the Thai language, complex words are mostly used in coining academic technical terms.

As of the above-mentioned reasons, this research was mainly focused on exploring the word-level translation strategies used by non-linguist translators as well as its translation effectiveness with regards to content accuracy, language naturalness, and understandable terms. Additional discussions on whether translation ethics or target-text readers’ understanding is more important in technical term translation were presented based on the most-frequently used translation strategies. However, the translated technical terms were not be evaluated in terms of translation equivalence.

Objectives of the Study

The objective of this research was to analyze what word-level strategies were mostly applied by professional translators in English-Thai translation of marketing technical terms. Then, the descriptive research was implemented to explore whether the translated version might be appropriate in terms of accuracy, clearness, or naturalness. Based on the research findings, whether the technical term translation should be concentrated on translation equivalence or target audience’s understanding was plausibly answered.

Research Questions

The study attempted to answer the following research questions:

1. What word-level translation strategies are mostly used in translating marketing technical terms from English into Thai?

2. What are the plausible explanations showing why a particular translation strategy is appropriate in terms of accuracy, clearness, and naturalness, when the target-text audience is taken into account?

Significance of the Study

The results of the study would enhance language learning. In other words, based on the research findings, the English language learners in Thailand might learn the differences of English and Thai marketing terms with regards to meanings, structure, and cultural presupposition and survey how non-linguist translators employed the translation strategies proposed by Baker (1992) to translate English marketing terms in its nearly-equivalent Thai. Additionally, the results of this study and the primary data would be useful for compiling a technical term translation manual for the non-literary translators who have never enrolled in the course: Linguistic Approach of Translation. Finally, for translation instructors, this research might be a resource for designing the course on Strategic Translation of Technical Terms. In summary, this research might encourage the development of teaching and learning of English and Thai translation.

Scope of the Study

The research mainly analyzed the application of Baker's word-level translation strategies (Baker: 1992) in translating English marketing terms in Thai. The primary data of this research was taken from the marketing terms used in the textbook entitled "*Business: A Changing World*", Fourth Edition, published by McGraw-Hill Companies in 2003, written by

O.C. Farrell and Geoffrey Hirt; and the Thai Edition, published by Top Publishing in 2003, translated by Ms. Pormporn Prompress. The in-depth analysis of this research was implemented in three steps: (1) analyzing word meaning, (2) identifying word-level translation strategies, and (3) plausibly explaining the effectiveness of technical term translation in terms of reader's clear understanding and the appropriate language use of the translated technical terms. However, the translated technical terms were not evaluated in terms of translation equivalence.

Definition of Terms

The following terms are defined to assure mutual understanding of terminology used in the context of this study.

1. "Translation Strategy" refers to the Baker's word-level translation strategies (Baker: 1992) used to translate the English text to be understandable among Thai readers.
2. "Technical Terms" refer to the marketing terms used in the textbook entitled "*Business: A Changing World*", Fourth Edition, published by McGraw-Hill Companies in 2003, written by O.C. Farrell and Geoffrey Hirt; and the Thai Edition, published by Top Publishing in 2003, translated by Ms. Pormporn Prompress.
3. "Translation Quality" refers to the plausible explanation showing why a particular translation strategy is appropriate in terms of accuracy, clearness, and naturalness, when the target-text audience is taken into account.
4. "Combination of Translation Strategy" refers to the use of one or more Baker's strategies to translate English marketing terms into Thai.

CHAPTER 2

RELATED LITERATURE REVIEW

In this chapter, related literature was reviewed to draw the clear picture of the process-based translation applicable in translating English technical terms in Thai. In the first part, the overall translation process was summarized as analyzing source text, drafting target text, and evaluating target text. Secondly, the concepts of analyzing word meaning were summarized to show how translators analyze the meaning components of technical terms. Thirdly, various ideas in word-level strategies were discussed with an acceptable decision in selecting the appropriate model of word-level strategies. Fourthly, the ideas of technical term translation qualities were discussed to show why each strategy is appropriately used to cope with translation constraints resulting from structure, meaning, and cultural differences of source language and target language. Finally, previous researches were cited to support the outcomes of this research study.

Translation Process

Various translation theorists described translation process - analyzing source text, drafting target text, and evaluating target text – differently as of the followings:

Nida (1975), and Bell (1998) pointed out that translation process could be divided into three stages: 1) analyzing, 2) synthesizing, and 3) revising. Firstly, translators determine what the author wants to say and decode signs of the source language to discover what the

sign mean as parts of a message. Next, translators have to restructure the stylistically and semantically equivalent expression in target language in a way that is most appropriate for the target audience. Finally, translators verify the draft in order that a proposed equivalence perfectly translates the full meaning of the original text.

Mason (1998) proposed four steps in translation. Firstly, translators select the lexical and grammatical items in the target language, which are close enough to convey the message and to make that, are required in the target language. Then, they consider the genre of the text to use appropriate grammatical sequence in the translation. The next step is to apply the convention of the genre in the target language into the translated version. The final step is repairing any miscommunication that may occur in target text.

Larson (1984) divided the translation process into four stages: (1) establishing the project – main focus relies on analyzing intension of source-text authors and target-text translators, and target-text audience profile; (2) exegesis – mainly involves capturing source-text meaning, the author's purpose and the theme of the text, as well as communication situation, (3) transfer and rework the initial draft, (4) testing and revising final draft – there are five ways of testing a translation, as follows:

- comparing with the source text
- back-translating into the source language
- comprehension testing
- naturalness and readability testing
- consistency testing

Implied from the preceding frameworks of translation process, technical term translation might be implemented in three stages: (1) analyzing word meaning, (2) employing word-level translation strategies in translation, and (3) testing translation quality.

Words and Meanings

In this section, the concepts of componential analysis and various classifications of word meanings were surveyed in order that these theories would be used to discuss the word-level translation strategies used, in terms of word meaning and receptors' responses.

Kempson (1977) defined the componential analysis as an explicit representation of meaning between words. The meanings of words are analyzed not as unitary but as complex concepts made up of components of meaning which are semantically primitive. In application, the analysis is used to account for denotative and connotative meanings in vocabulary. By this means, the relationship between a word and other words in the system can be stated explicitly in terms of componential analysis.

Jeffries (1998: 87) summarized that word meanings can be analyzed through the similarities and differences in meaning between different words. Inevitably, these similarities and differences were seen as "semantic components" which were likely to be standard throughout the language concerned. For example, *man* was analyzed as consisting of the components: male + adult + human some of which would be shared by *woman, child, and boy*. Componential analysis, is widely used to analyze connotative and

denotative meanings of words because one word denotes many meanings; many words share similar meanings. (Sawadhiwat. 2005: 134-141)

Words are composed of basic meaning components and implied meaning components. However, various linguists classify word meanings in different ways as follows:

Baker (1992: 13-17) classified four types of word meanings:

1. Propositional Meaning denotes the real imaginary of a word conceived by speakers of a particular language.
2. Expressive Meaning refers to speakers' feelings or attitudes towards words
3. Presupposed Meaning arises from co-occurrence restrictions of words
4. Evoked Meaning arises from dialect and register variation.

Charoonrote (2005: 155-158) classified three types of word meanings:

1. Referential Meaning defines dictionary meanings of a word.
2. Social Meaning details social information of speakers in terms of age, gender, social status, education and dialect.
3. Affective Meaning conveys speakers' feelings, attitudes, or emotions signaled in forms of voicing and word use.

Larson (1984: 3) divided word meanings into three aspects:

1. Referential Meaning or Primary Sense is the meaning suggested by a word when being used alone.
2. Situational Meaning or Secondary Sense details how the words used in communication contexts: language users' relationship, and differences in age, gender, and social status.
3. Organizational Meaning shows coherence of words in the text.

In summary, technical terms may be translated differently if each translator captures different meaning components either direct or implied meaning of words.

Word-Level Translation Strategies

Word-level translation strategies are required when a technical term in source text conveys any meaning components that lack of word-equivalence in target text. (Saibua. 1999: 64) Basically, two languages could not be equivalently translated because the differences in culture, language structure, and semantics. (Suphol. 1998: 65) In this section, how various word-level translation strategies, proposed by different translation academies, which might be applied in dealing with translation problems was presented.

Saibua (1999) suggested five strategies for word-level translation:

1. To deal with semantics differences, "Adding explanation" might be used.

For example:

SL คุณย่าผมเป็นคนเงียบแต่คุณยายชอบคุย

TL My paternal grandmother is quiet, but my maternal grandmother is talkative.

2. To deal with semantics differences, "Using phrase to replace words" might be used.

For example:

SL He disappeared into his igloo

TL เขาหายไปในกระท่อมที่สร้างด้วยน้ำแข็งหลังนั้น

BT He disappeared into that hut which was built by ice.

3. To deal with semantics differences, “Using general words to replace specific words”

might be applied. For example:

SL สาตู่ไส้หมู (Pork Dumpling)

TL Dumpling (Some referential meaning is distorted.)

4. To deal with structure differences, “Adding Transitional Words or Phrases”

might be used. For example:

SL Having heard the news, John decided to leave the town.

TL พอได้ข่าว จอห์นก็ตัดสินใจออกจากเมือง

BT After having heard the news, John decided to leave the town.

5. To deal with cultural differences, “Omitting Unnecessary Words” might be used.

For example:

SL ฉันให้ยาแกแล้ว.. ฉันแก้งทำมันตกไว้ที่บ้านของหวาน

แม่พทชชาติของแก (Omitted)

TL “I have given you medicine, Porn. I dropped it on purpose at your
Wan’s house.”

Baker (1992) suggested eight strategies for word-level translation:

1. “Translation by more general or specific words” might be used to cope with differences in propositional meaning. For example, “Pencil” can be translated as “Stationery.” (Jarumetheechon. 2003:18)
2. “Translation using a more neutral or less expressive word” might be used to cope with differences in expressive meaning. For example, there is no direct equivalent for the word home in Chinese. Therefore, it is replaced by the word habitant, which is less expressive in meaning. (Baker. 1992:30)

3. "Translation by cultural substitution" has been proposed for translating culture-specific concepts. For example, "วันสงกรานต์" can be translated as "Thai New Year Day"
4. "Translation using a loan word or a loan word plus explanation" might be applied if the source-language concept is not lexicalized in the target language. For example, "TQM (Total Quality Management)" can be translated as "การจัดการคุณภาพแบบ TQM" (romanized as Karnjadkarnkhunnapab Baeb TQM) The Thai version can be back translated as "TQM: a Quality Management Style."
5. "Translation by paraphrasing using related words" tends to be used when the concept expressed by the source item is lexicalized in the target language but in a different form. For example, to translate the sentence, "There is strong evidence, however, that giant pandas **are related to** the bears. The phrase "are related to" can be translated as "**have a kinship relation with...**" (Baker. 1992:38)
6. "Translation by paraphrasing using unrelated words" might be also used to deal with semantics differences when source-text concepts are not lexicalized in target language. For example, the word affidavit can be translated as a written communication supported by an oath. (Baker. 1992:38)
7. "Translation by omission" can be used if the meaning convey by a specific item or expression is not necessary for target-readers' understanding.
8. "Translation by illustration: Drawing pictures to explain concepts" might be used to clarify meanings of complicated technical terms.

Larson (1984: 153-175) classified word-level translation strategies into two groups:

1. To keep lexical equivalents when concepts are shared, translators might adjust the target texts in three ways:
 - a. Using Descriptive Phrases
 - b. Using Related Words
 - c. Using Generic-Specific Words
2. To keep lexical equivalents when concepts are unknown, translators might adjust the target texts in three ways:
 - a. Using Modifiers
 - b. Using Loans Words and Modifiers
 - c. Using Cultural Substitution

Among the three experts, Mona Baker proposed clearer and greatest numbers of word-level translation strategies to deal with differences in forms, meanings, and culture. In other words:

- Baker proposed eight strategies;
- Larson proposed six strategies;
- Saibua proposed five strategies.

Therefore, the Baker's framework would be worth basing on analyzing word-level translation strategies applied in translating marketing technical terms from English into Thai.

Technical Term Translation Quality

In this section, additional ideas on the qualities of good technical term translation were surveyed. Then, these criteria would be used to discuss qualitatively why non-linguist translators use each translation strategy.

Unrat (1990) mentioned the “ACN. Translation Quality”, proposed by Katherine Bornwell; saying that good translation should be composed of three qualifications: (1) being accurate or nearly equivalent in content, (2) being clear and understandable among readers, and (3) being natural in forms of target language.

Jitt-Arree (2005: 19) additionally commented that good translation must be accurate, clear, concise, and correct in spelling. The appropriateness of language use should be considered in terms of:

1. Language Level
2. Communication Objectives
3. Language Suitability and Collocation
4. Receptors' Equal Responses
5. Correct Spelling

With mainly focused on technical term translation, Prasithratsint (2005. 178-179) said that good Thai-translated technical terms should (1) be easily understood, (2) be concise in length, (3) be acceptable to use the code mixing between Thai, Pali, and Sanskrit in coining Thai technical terms.

Borisuth (1994: 175) said that translation products might be acceptable in four qualifications. Firstly, the content should be accurate and complete in meanings. Secondly,

the language register should be appropriate for the readers in target-text culture. Thirdly, the translation should maintain the objectives of the source-text. Finally, the translated text should be appropriate in style, being in compliant with the principles of syntax, semantics, and cultures of the target text.

To sum up, different strategies may be used for various objectives: being either accurate and clearly-understood in content-area or natural and concise in language use.

Previous Researches in Translation

To support the significance of this research study, a list of previous researches in Baker's Word-level Translation Strategies is illustrated below:

Vorajaroensri (2002) conducted a research entitled "*An Analysis of Translation Strategies Used in Thai Restaurant Menus.*" The research findings found three most frequently used translation strategies including "cultural substitution" (39.5%), literal translation (25.9%), and loan words plus explanation (17.5%). This implies that translating specific terms referring to Thai dishes requires receptors' understanding in concepts of Thai foods. However, literal translation and loan words are still needed in order that foreigners can remember and pronoun the correct name of Thai restaurant menus. It could be inferred that meaning and form are similarly important. The study also indicated that Baker's translation strategies fell short in covering all translation problems found in restaurant menus. Sometimes two or three Baker's strategies had to be applied to a translated item. Likewise, new explanations had to be added to cope with translation problems.

(Vorajaroensri. 2002: 61) Therefore, it provoked the researcher's interest in investigating new strategies to cope with the translation limitation in different context.

Jarumetheechon (2003) conducted a research entitled "*An Analysis of Strategies Used in Translating the Short Story: Dust Underfoot from Thai into English.*" This research showed that in literary translation, meaning equivalent is less important than the readers' responses to the short story, since under-translation and over-translation were outstanding found. In other words, the translators used omission strategy (28.7%), and addition strategy (13%). Additionally, this research agreed that in literary translation, idiomatic translation plays more important role than literal translation. This was implied from the findings that the translators employed cultural substitution (23%), loan words plus explanation (16.1%).

Aumnuch (2004) conducted a research entitled "*An Analysis of Translation Strategies Used in Travel Documents in Kinnaree Magazines.*" This research supported the argument that in hospitality business, translation equivalence is less important than target-reader responses. It was found that the four most-frequently-used translation strategies in travel documents were paraphrasing using related words (36.11%), translating by cultural substitution (13.89%), translating by more or less expressive words (12.5%). These percentages also evoked the translation limitation in terms of language structure, semantic components, and cultural differences.

Susakul (2004) conducted a research entitled "*A Comparative Analysis of Translation Strategies Used by Third Year English Majors and Expert Translators.*" As presented in the research abstract, professional Thai-to-English translators more frequently used omission and paraphrasing strategies than students did. This might be inferred that in professional

translation, readers' responses and understanding of content might be more concerned than textual equivalence, which was mostly emphasized in the traditional translation scholars.

Saewong (2004) conducted a research entitled "*An Analysis of Translation Strategies Used in Short Story The Song of the Leaves.*" In this research, the short story translator outstandingly employed "loan words on loan words plus explanation", "translation by more or less expressive words", and "translation by paraphrasing using unrelated words" to deal with differences in meanings and structures. Consequently, it was in compliant with Jarumetheechon (2003) confirming that in literary translation, meaning equivalent is less important than the readers' responses to the short story.

Sookprasert (2004) conducted a research entitled "*An Analysis of Translation Strategies in Short Story The Barter from Thai into English.*" Accordingly, "Using general or specific words", "Using loan words plus explanation", and "Paraphrasing using unrelated words" were three of the eight word-level strategies, proposed by Baker, being used in this research. Additionally, "Adding information" and "Adding grammar elements" were new strategies found. Therefore, this research confirmed that readers' response is more important in literary translation; and that it was challenging to discover new translation strategies to cope with ever-changing translation limitations.

Being synthesized from previous researches analyzing Baker's word-level translation strategies:

- 1.) Four out of six of the researches were based on literary and creative writings rather than business texts;
- 2.) Five out of six researches studied only Thai-to-English Translation;

- 3.) Meaning-based and Form-based Translations play nearly-balanced degree of important in professional translation depending on the different text types.
- 4.) New translation strategies have been discovered to cope with unlimited translation problems.
- 5.) None of the previous researches have completely presented the use of translation process; and the interrelations between translation problems and word-level translation strategies.

In short, all previous researches conducted by the graduate students in Thailand still remain conflicts whether translation studies should be more concentrated on meaning or form equivalence.

To lessen such conflicts, Benjamin Translation Library collected articles on translation studies and commented that translating and interpreting must involve some relevant relation between the text in the source language and the text in the receptor language. At the same time, it should be clear that although this relation is never exact, there should be sufficient similarity that it can be described as having some significant measure of equivalence, described either as “the closest natural equivalent,” or “as sufficiently similar that no reader of a translated text is likely to misunderstand the corresponding meaning of the source text.” (Nida. 2004: 5-6) Additionally, Conley (2000) presented his paper entitled “*A Foreign Teacher’s Attitude Towards Teaching Translation*” in a conference on teaching translation for university teachers. Inferred from his article, teaching translation might be effective providing that teachers and university students be equipped with source and target language abilities to produce translated texts with natural language use and understandable in meaning.

Accordingly, translation effectiveness equally relies on good command of source and target languages, as well as the arts of decoding meaning-equivalent message. Therefore, it is beneficial to conduct a research on technical terms translation strategies from English into Thai. The results of this study might enhance English language learning in business context and emphasize the roles of translation as intercultural interpretation.

CHAPTER 3

RESEARCH METHODOLOGY

The research study was undertaken in the following steps:

Data Collection

This study focused on the analysis of English-Thai technical term translation. The marketing technical term will be purposive sampling from Chapter 12: "Customer Driven Marketing" and Chapter 13: "Dimensions of Marketing Strategy" of the textbook entitled "*Business: A Changing World*", Fourth Edition by O.C. Farrell and Geoffrey Hirt, being published by McGraw-Hill Companies in 2003. The Thai Edition, published by Top Publishing in 2003, was translated by Ms. Pormporn Prompress, a lecturer of business administration working for the Faculty of Managerial Science, Kasetsart University at Sriracha.

This text was selected as the primary data according to the following reasons: (1) "Introduction to Business" is the business core courses offered for BBA. students in every university. (2) the text itself has been globally selected as a major textbook for undergraduate or graduate students studying "Introduction to Business." (3) With the author's objective to present the business basics in this book, it is very challenging to explore whether translation equivalent or target readers' understanding plays more significant role in technical term translation from English into Thai.

Data Analysis

The samples of English marketing terms and their translation in Thai were analyzed in the following steps:

1. The meaning components of each pair of English and Thai technical terms were analyzed. The English technical terms were based on its definition in the text glossary. The Thai technical terms were based on its definition in the Royal Institute Dictionary.
2. The differences of word meanings in English technical terms and Thai translated version were investigated in three aspects of non-equivalent problems: semantic components, morphological structure, and cultural difference.
3. The word level translation strategies were categorized based on Baker's (1992) theoretical framework. Provided that two or three Baker's strategies were employed in translating one word item, the integrated strategies were counted as one combination of translation strategies.
4. The frequency of translation strategies were presented in percentage; using the following formula:

$$\frac{\text{Frequency of Each Type of Translation Strategy (F)}}{\text{Total Number of Frequency of Translation Strategies (T)}} \times 100$$

5. Examples of marketing terms being categorized in each particular combination were illustrated with explanations.
6. The researcher applied integrated illustration in terms of linguistics and marketing knowledge to explain why the translator at critical junctures in the text has selected

one or two particular translation strategies over another. The plausible explanations were relied on technical term translation effectiveness: being either accurate in content-area or natural and concise in language use.

7. A conclusion was presented with recommendations for further research or applications.

Illustration of Word Item Analysis

To illustrate how each pair of English marketing term and its Thai equivalence would be analyzed, the in-depth analysis of the English marketing term **“Decline Stage”** and its Thai translated version, **“ขั้นถดถอย”** was taken as an example. The descriptive analysis was implemented in the following four steps:

Step 1: Analyzing Word Meanings

In English, “Decline Stage” is defined as the last stage in the product life cycle where sales continue to fall. (Ferrell & Hirt. 2004) In Thai, “ขั้นถดถอย” might be back-translated as “gradual-slowdown stage.”

Step 2: Identifying the Difference of the Source Text and Translated Version

Whereas the head word of the compound term was directly translated from “Stage” in English into “ขั้น” in Thai. The noun-modifier “Decline” in English was paraphrased in two Thai words, “ถดถอย” or “gradual slowdown.” This shows that one English word lacks of its

one-to-one semantic equivalence in Thai. Therefore, two related words were required to decode all semantic components in natural Thai language.

Step 3 Identifying Baker's Translation Strategies

Two Baker's strategies were employed in the technical term. "Literal Translation" was applied in the head word "Stage." On the contrary, "Paraphrasing with Related Words" were employed in its modifier "Decline." Therefore, the translation strategies were combined in the pattern of "***Literal Translation + Paraphrasing with Related Words.***"

Step 4 Plausibly Explaining the Application of Translation Strategies

In accordance with the third step, "Paraphrasing with Related Words" was used in this context to cope with the non-equivalence in semantic components. It was effectively used to achieve accuracy and naturalness in translation.

CHAPTER 4

RESEARCH FINDINGS

Presentation of Research Findings

In this chapter, the researcher presents the combination of Mona Baker's translation strategies employed in translating the Thai version of the marketing terms extracted from Chapter 12: "Customer-Driven Marketing" and Chapter 13: "Dimensions of Marketing Strategy" of the textbook entitled "*Business: A Changing World*", Fourth Edition by O.C. Farrell and Geoffrey Hirt, being published by McGraw-Hill Companies in 2003. The research findings are divided into three parts:

Part I: The Frequency of the Combinations of Baker's Translation Strategies

Part II: The Application of Baker's Strategies in Marketing Technical Terms Translation from English into Thai

Part III: The Relationship of the Use of Baker's Strategy and Translation Quality

The Frequency of the Combinations of Baker's Translation Strategies

The researchers analyzed 175 marketing terms and found that three technical terms were translated in two versions. As a result, 178 Thai-translated terms were classified in 25 patterns of the combinations of Baker's translation strategies of which the frequency of each combination were presented in table 1:

Table 1 The Combinations of Mona Baker's Translation Strategies

No.	Combinations of Translation Strategies	No. of Words	Percentage
1	Literal Translation + Paraphrasing with Related Words	57	32.02
2	Literal Translation	43	24.16
3	General or Specific Words	14	7.87
4	Paraphrasing with Related Words	8	4.49
5	General or Specific Words + Paraphrasing with Related Words	8	4.49
6	Literal Translation + General or Specific Words + Paraphrasing with Related Words	5	2.81
7	Literal Translation + General or Specific Words	4	2.25
8	Loan Words	4	2.25
9	Literal Translation + Illustration	4	2.25
10	Literal Translation + Paraphrasing with Related Words + Illustration	4	2.25
11	Literal Translation + Paraphrasing with Unrelated Words + Omission	3	1.69
12	Literal Translation + Omission	3	1.69
13	Literal Translation + More or Less Expressive Words	3	1.69
14	More or Less Expressive Words + Paraphrasing with Related Words	3	1.69
15	Literal Translation + Paraphrasing with Related Words + Illustration	3	1.69
16	Literal Translation + More or Less Expressive Words + Paraphrasing with Related Words	2	1.12
17	Paraphrasing with Related Words + Omission	1	0.56
18	More or Less Expressive Words	1	0.56
19	Literal Translation + Loan Words + Paraphrasing with Related Words	1	0.56
20	General or Specific Words + Loan Words + Paraphrasing with Related Words	1	0.56
21	Literal Translation + General or Specific Words + Omission	1	0.56
22	More or Less Expressive Words + Omission	1	0.56
23	Omission	1	0.56
24	Literal Translation + Paraphrasing with Related Words + Omission	1	0.56
25	Paraphrasing with Unrelated Words	1	0.56
Total		178	100.00

As shown in table 1, only 7 out of 25 combinations of Baker's strategies were employed with individual strategies, including Literal Translation, General or Specific Words, Loan Words, Paraphrasing with Related Words, Paraphrasing with Unrelated Words, More or Less Expressive Words, and Omission. In other words, only 72 Thai technical terms or 38.76% of the samples were translated by one individual strategy. This implies that most of the marketing technical terms are compound or complex words; therefore, multiple-strategies are required to decode nearly-equivalence of semantic components in target language. Additionally, although 43 English technical terms amounted to 24.16% could be literally translated in Thai, 57 English technical terms or 32.02% were added with related words to make the mostly-literal Thai translation more natural in target language and sometimes to achieve clearness in translation. This shows that idiomatic translation is more frequently employed in technical term translation. In other words, it might be justified that technical translation might be equivalent in meaning, but it might be difficult to be equivalent in form.

However, the in-depth analysis of translation problems, and the relationship of translation strategies being employed and the achievement of translation quality are in need to justify why Baker's strategies are appropriately used and to provide strong evidence that either form-based or meaning-based approach is workable in technical term translation.

The Application of Baker's Strategies in Marketing Technical Terms

Translation from English into Thai

To justify the assumption drawn in table 1, the second part of the findings presents some examples of the process-based analysis of the application of Baker's strategies in technical term translation. In tables 2-22, all 25 combinations were described based on the following three step-by-step analytical questions:

1. Is each target text equivalent with the source text? If not, which non-equivalent problems might be found: (1) the non-equivalent of semantic components, or (2) the difference in word and modification structure, or (3) the cultural differences?
2. What combination of Baker's strategies has been employed by the translator to cope with the non-equivalence?
3. Which aspect of translation quality might be achieved, accuracy, clearness, or naturalness in the target language?

Table 2 Literal Translation + Paraphrasing with Related Words

No.	Source Text	Target Text	Baker's Strategies
1	Social Variables	ตัวแปรทางสังคม	The words "social variables" was literally translated in Thai. However, pre-noun modifier exists in English, but in Thai, " Classifier + Noun " is used as post noun modifier. The word "ทาง" is the related word used as a classifier to achieve naturalness in target text.

Table 2 (Continued)

No.	Source Text	Target Text	Baker's Strategies
2	Competitive and Economic Force	แรงขับทางด้าน การแข่งขันและ เศรษฐกิจ	The word “competitive and economic force” was literally translated in Thai. However, pre-noun modifier exists in English, but in Thai, “ Classifier + Noun ” is used as post noun modifier. The word “ทางด้าน” is the related word used as a classifier to achieve naturalness in target text.
3	Data Processing	กระบวนการ เกี่ยวกับข้อมูล	The word “data processing” was literally translated in Thai. However, pre-noun modifier exists in English, but in Thai, “ Preposition + Noun ” is used as post noun modifier. The word “เกี่ยวกับ” is the related word used at the beginning of the prepositional phrase to achieve naturalness in target text.
4	Personal Selling	การขาย โดยบุคคล	The word “personal selling ” was literally translated in Thai. However, pre-noun modifier exists in English, but in Thai, “ Preposition + Noun ” is used as post noun modifier. The word “โดย” is the related word used at the beginning of the prepositional phrase to achieve naturalness in target text.
5	Introductory Stage	ขั้นแนะนำ ผลิตภัณฑ์	Although the source text can be literally translated in target language, the readers not having background knowledge in marketing, or those having no time to read the whole text, might not clearly understand the terms. Therefore, related words were added as an explanation in the target

Table 2 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			text. However, the modification might be omitted in the source text. The Thai version of this word might be back-translated as " <u>Product Introductory Stage</u> ", of which the underlined part might be omitted in the source text because It might not be popular in use.
6	Brand Mark	เครื่องหมาย ตราผลิตภัณฑ์	Although the source text can be literally translated in target language, the readers not having background knowledge in marketing, or those having no time to read the whole text, might not clearly understand the terms. Therefore, related words were added as an explanation in the target text. However, the modification might be omitted in the source text. However, the modification might be omitted in the source text. The Thai version of this word might be back-translated as " <u>Product Brand Mark</u> ", of which the underlined part might be omitted in the source text because it might not be popular in use.
7	Agent	ตัวแทน จำหน่าย	Although the source text can be literally translated in target language, the TT readers not having background knowledge in marketing, or those having no time to read the whole text, might not clearly understand the terms. Therefore, related words were added as an explanation in the target text. However, the modification might be omitted In the source text. The Thai version of this word

Table 2 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			might be back-translated as " <u>Sales Agent</u> ", of which the underlined part might be omitted in the source text because it might not be popular in use.
8	Promotional Positioning	การกำหนดตำแหน่งผลิตภัณฑ์	“_ing” functions as a suffix to form a verbal noun in English. However, in Thai the verbal noun mostly begins with the word “การ” or “ความ” and be followed by the main verb. In this word, the translator used the word “การ” and the verb “กำหนด” to decode a verbal noun affix in Thai. Therefore, these two words are still in needs for for Thai grammatical function even though they might be called the two unrelated words in the source text.
9	Customer Loyalty	ลูกค้าที่มีความภักดี	The target text is back-translated as “the customer <u>who has loyalty</u> .” The words “ที่มี” or “who has” were the related with the source text added to construct an adjectival clause modifying the head noun in the target text. This shows that translator used unrelated words to improve the naturalness in target language.
10	Specialty Store	ร้านขายสินค้าเฉพาะอย่าง	The Thai version of this word might be back-translated as “the store <u>selling</u> special <u>kinds of goods</u> .” The two underlined parts were the related words added to translate a smooth and clearly-understood target text. This implies that

Table 2 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			The translator assumed that although the source text can be literally translated by using loan words, it might be in doubt among marketing students. In other words, accuracy is sometimes less important than clearness in translation.
11	Processed Materials	วัสดุที่ใช้ในกระบวนการ	The target text is back-translated as "the materials <u>which are used in process.</u> " The words "ที่ใช้ใน" or "which are used in" were the related words added to construct an adjectival clause modifying the head noun in the target text. This shows that translator used unrelated words to improve the naturalness in target language.
12	Growth Stage	ขั้นเจริญเติบโต	The source text can be word-for-word translated as "ขั้นเติบโต". However, paraphrasing the word "growth" with two Thai collocated words "เจริญเติบโต" might be better in two aspects. First, this collocation is naturally used in Thai language. Moreover, the word "เจริญ" visualizes the positive image of growth, which might be more understandable for Thai marketing students.
13	Decline Stage	ขั้นถดถอย	The source text can be word-for-word translated as "ขั้นถดถอย". However, paraphrasing the word "decline" with two Thai collocated words "ถดถอย" might be better in two aspects. First, the target text was more natural in Thai. Moreover, the word "ถด" visualizes the image of gradually slowdown,

Table 2 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			which might be more understandable for Thai marketing students.
14	Prospecting	การแสวงหา ลูกค้า	The target text can be back-translated as “the act of selective finding of customers” The word “prospect” in English was translated in two related words “แสวงหา” or “selective finding” to literally translate the source text. To clarify the term, the translator also added the word “customers” as a complement, which might help readers quickly without further explanation.
15	Integrated Marketing Communication	การติดต่อ สื่อสาร การตลาดเชิง องค์รวม	The target text is back-translated as “Total-Based Marketing Connection and Communication.” In this three-word technical term, only the word “marketing” was literally translated. The other words were paraphrased with related words having similar meaning with the source text. The word “องค์รวม” or “total” in the target text denotes boarder meaning than the word “integrated” in the source text, which means “balanced-mixing together.” Although this word can be translated directly as “บูรณาการ”, it may have evoked meaning in academic register, and it might be difficult for the marketing students to get the complicated concepts. On the contrary, the translator decoded the word “communication” as “การติดต่อสื่อสาร” or “Connection and Communication.” These words are Thai

Table 2 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			collocations, which share similar meaning and improve the translated version to be more natural in Thai. Additionally the preposition “ตั้ง” or “based on” is an unrelated words introducing the post-noun modifier. This shows that related and unrelated words might be used for clearness or naturalness in translation. Furthermore, accuracy might be less important in translating compound technical terms.

Implied from table 2, related words are required to cope with the differences in word structure and meaning nonequivalence.

To begin with the structural difference, English marketing technical terms are mostly preceded by adjectives used as pre-noun modifiers, but the Thai translated versions were mostly constructed by the two outstanding post noun modifiers: (1) Head Noun + Preposition + Noun, and (2) Head Noun + Classifier + Noun.

Additionally, related words are needed to decode nearly-equivalent marketing terms. In other words, should marketing terms be coined in compound words, sometimes two related words are required to decode all semantic components in the source text in order that the accuracy in translation could be achieved. In this case, although some concepts can be word-for-word translated in Thai, paraphrasing the translated version in two related

words, sharing similar meanings, or being Thai collocations, brings about better result in clearness and / or naturalness in translation.

To enhance target-text readers to get clear understanding of marketing terms, related words might be useful to modify the Thai translation for among readers. In this case, the related words might be omitted in the source text to avoid awkward or unpopular use of English language.

In summary, it proves that accuracy and naturalness in translation sometimes are equally important in translating complicated technical terms. The integration of translation strategies should be relied on the audience background and the translation objectives.

Table 3 Literal Translation

No.	Source Text	Target Text
1	Price	ราคา
2	Idea Development	การพัฒนาความคิด
3	Selling	การขาย
4	Marketing Research	การวิจัยการตลาด
5	Marketing	การตลาด
6	Motivation	การจูงใจ
7	Learning	การเรียนรู้
8	Personality	บุคลิกภาพ
9	Discounts	ส่วนลด
10	Utility	อรรถประโยชน์
11	Primary Data	ข้อมูลปฐมภูมิ
12	Secondary Data	ข้อมูลทุติยภูมิ
13	Reference Groups	กลุ่มอ้างอิง
14	Supply Chain Management	การจัดการโซ่อุปทาน

Table 3 Literal Translation

No.	Source Text	Target Text
15	Demand	อุปสงค์
16	Product Line	สายผลิตภัณฑ์
17	Target Market	ตลาดเป้าหมาย
18	Market Segment	ส่วนตลาด
19	Reference Groups	กลุ่มอ้างอิง
20	Product Strategy	กลยุทธ์ผลิตภัณฑ์

Table 3 illustrates the samples of English technical terms which could be literally translated in Thai. However, for the new comers in marketing field, sometime it may be difficult to conceptualized the semantic components without the marginal definitions in the text because some translated words, such as *ผลิตภัณฑ์สามัญ วรรณกรรม อรรถประโยชน์ ข้อมูลปฐมภูมิ ข้อมูลทุติยภูมิ การจัดการโซ่อุปทาน อุปสงค์*, were coined in academic register whereby students might lack of background knowledge to capture all denotative meaning components embedded in such words. Additionally, some target texts were ellipses of modification or explanation, such as *กลยุทธ์ผลิตภัณฑ์ ตลาดเป้าหมาย ส่วนตลาด กลุ่มอ้างอิง สายผลิตภัณฑ์*. Explanations may not be necessary for the marketing experts, but they can help new comers fully understand the referential meanings of the new terms. The word “product line”, for instance, means related products in the same categories. Shoes, bags, handbags are examples of leather product line. However, some students might wrongly percept this term as factory assembly lines if they wrongly evoked the meaning in engineering register, not the marketing register as it should be.

This dominantly supports that accuracy in translation or fully translation may cause unclear understanding among new comers in marketing unless such words are not familiar in everyday use.

Table 4 General or Specific Words

No.	Source Text	Target Text	Baker's Strategies
1	Department Store	ห้างสรรพสินค้า	The source text is defined as a store selling many things <u>in different departments</u> (Ferrell & Hirt. 2004), but it was translated with a general word “สรรพสินค้า,” in which the underlined definition was omitted to make the translated term appropriate in length.
2	Superstore	ร้านมหสรรพสินค้า	The source text is defined as a big store where customers <u>self-service while shopping</u> for varieties of goods (Ferrell & Hirt. 2004), but it was translated with a general word “ร้านมหสรรพสินค้า,” in which the underlined definition must be omitted because there is not any equivalent word to denote the source text derived from different culture.
3	Premium	ของแถม	The source text “premium” denotes two semantic components: (1) free gift + (2) for special customers. Although the second component was omitted in the Thai term, “ของแถม”, it does not mislead the target reader. This is because the first component expresses the referential meaning, but the second component is only the expressive meaning.

Table 4 (Continued)

No.	Source Text	Target Text	Baker's Strategies
4	Supermarket	ร้านสรรพอาหาร	"Supermarkets" means self-service stores selling food and non-food products. (Ferrell & Hirt. 2004) However, based on the translator's background knowledge, supermarkets sell more food than non-food products. Therefore, the target text.

In accordance with table 4, general or specific words were used to deal with non-equivalence in meaning. Baker says that the general words are used when translators can not select any words in target text to decode specific meaning of the source text. The findings in table 4 shows that this strategy might be boarder employed when the translators goal for naturalness in target language. Moreover, sometimes specific words are not in need because only secondary or affective meaning is omitted in the general words. On the contrary, this table shows that specific words might be used to express implied meaning of technical terms. However, analyzing the translated versions of the word "Public Relations Department" and "Supermarkets," the researcher interprets that using specific words may cause misleading among target-text reader unless they know the origin or the definition or the semantic components of such words.

Table 5 Paraphrasing with Related Words

No.	Source Text	Target Text	Baker's Strategies
1	Exchange	การแลกเปลี่ยน	The referential meaning of the source text was translated in Thai collocation with two related words, “แลกเปลี่ยน.” In this case, related and unrelated words were used to achieve naturalness in translation.
2	Refunds	การให้เงินคืน	The target text is back-translated as “Giving Money Back.” The Thai version was idiomatically translated by paraphrasing using two collocated words, “ให้...คืน” or “giving...back.” Apart from naturalness in translation, the word “money” was a related words used as a modifier in order that marketing students in Thailand could understand the term without any definition.
3	Grading	การจัดระดับ	The source text “grade” means classifying goods in groups of quality. However, it could be inferred that the grades must be systematically ranked. Consequently, the target text was translated by two related words “การจัดระดับ” or “grade ranking” to achieve clearness in translation.
4	Shipping	การขนส่ง สินค้า	The source text “ship” means transporting things by ships. However, it implied that such things might be goods for sales. Consequently, the related word “สินค้า” was added in target text for clear understanding.

According to table 5, related words might be occasionally used translate the source text in Thai collation. Furthermore, they were also applied in expressing implied meaning of technical terms in order that the target-text readers can clearly and completely understand the concepts of such terms.

Table 6 General or Specific Words + Paraphrasing with Related Words

No.	Source Text	Target Text	Baker's Strategies
1	Behavioristic Variables	ลักษณะทางพฤติกรรมศาสตร์	The Thai version is back-translated as " <u>Characters of Behavior.</u> " The word "ทาง" "of" is unrelated with the source text, but it is used to begin the post-noun modifier. The translator selects a Thai word "ลักษณะ" or "Characters" in stead of using its equivalent word "ตัวแปร", which evokes academic register in research field because for marketing students, clearness should be more concentrated than accuracy in translation.
2	Product Handling	การควบคุมผลิตภัณฑ์	The target text is back-translated as " <u>Controlling Things Produced</u> " The source text "handling" denotes two semantic components: (1) to control something + (2) to deal with problems. Although the second component was omitted in the Thai general word, "การควบคุม" or "control", it does not mislead the target reader because it is only the secondary sense. Additionally, the English word "Product" was paraphrased by adding an unrelated word "thing" because of

Table 6 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			the difference in word structure. In other words, "Product" is an English isolated-word noun, but "ผลิตภัณฑ์" is a Thai complex word composed of a root verb "ผลิต" + a noun suffix "ภัณฑ์" or "things"
3	Exclusive Distribution	การจัดจำหน่ายแบบผูกขาด	In English, this technical term is written in "Adjective + Head Noun" structure. In Thai, it must be changed in "Head Noun + Classifier + Verb Phrase" structure. Therefore, the Thai classifier "แบบ" was an unrelated word. The word "Distribution" was translated in related word as "การจัดจำหน่าย." The word "Exclusive" was translated in more specific words "ผูกขาด" or "Strictly Exclusive."
4	Intensive Distribution	การจัดจำหน่ายแบบทั่วไป	In English, this technical term is written in "Adjective + Head Noun" structure. In Thai, it must be changed in "Head Noun + Classifier + Verb Phrase" structure. Therefore, the Thai classifier "แบบ" was an unrelated word. The word "Distribution" was translated in related word as "การจัดจำหน่าย." The word "Intensive" was translated in more general words "ทั่วไป" or "General", where the underlined definition, <i>a form of market coverage whereby a product is made widely available <u>in as many outlets as possible</u></i> , (Ferrell & Hirt. 2004) was omitted.

Table 6 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			In this case, keeping all semantic components in the target-text might result in awkward use of Thai

Table 6 illustrates two further findings regarding the use of general or specific words. Using general word to avoid academic register may be more understandable among readers. Additionally, sometimes translators might use specific words to visualize clear concepts hidden in the definitions of marketing terms. However, in some cases, general words might be selected should the translated texts be awkward in Thai language.

This table also provides two more considerations concerning the use of related words. Firstly, as previously discussed in table 2, related words in the target language may be required for the naturalness in technical term translation. Furthermore, related words may be required to decode English word having different word complexity in Thai. For example, “product” and “ผลิตภัณฑ์” are two English and Thai nouns being equivalent in meaning. Whereas, the English noun is an isolated word, the Thai noun is a complex word composed of a root and a suffix.

To sum up, the translated versions might be effective in terms of clearness and naturalness provided that two Baker's strategies be systematically integrated.

Table 7 Literal Translation + General or Specific Words + Paraphrasing**with Related Words**

No.	Source Text	Target Text	Baker's Strategies
1	Store Displays	การแสดงสินค้า หน้าร้าน	The target text is back-translated as "Product Displays in front of Stores" The word "display" was equivalent with "การแสดง" However, in the source text "store" is collocated with "display"; then, a specific word "การแสดงสินค้า" was used for accuracy in translation. Additionally, although the phrase "หน้า..." or "in front of" was the related word used to achieve clearness in translation.
2	Order Taker	พนักงาน รับคำสั่งซื้อ	The target text is back-translated as "Buying Order Taker" The word "to take" was literally translated as "รับ." The suffix "-er" in English, which means "doer" was paraphrased with a Thai related word as "พนักงาน" or "officer." This shows that some semantic components might be written in different word structure in different language: a suffix in English, but a word in Thai. The word "order" was equivalent with "คำสั่ง" However, the translator evoked the marketing meaning, so the specific word "คำสั่งซื้อ" was selected in target language to achieve accuracy in translation.
3	Warehouse Club	ร้านค้าปลีก เฉพาะสมาชิก	The target text is back-translated as "Warehouse Store <u>for Members</u> ," of which the underlined might be related to the word "club" in the source text. The word "Warehouse" was direct translated;

Table 7 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			on the contrary, the word “Club” was paraphrased with a more specific word, “Store” in order that clearness in translation could be achieved.

The application of the combination of Baker's strategy in table 7: *“Literal Translation + General or Specific Words + Paraphrasing with Related Words”* is similar to the combination in table 6: *“General or Specific Words + Paraphrasing with Related Words.”* Literal translation was employed in this pattern because this group of technical terms consists of compound terms of with one word in each term has its Thai equivalence. Moreover, this table implies that the more translation strategies used results in the better quality in translation. Ideally, it is possible to achieve the three translation qualities, accuracy, clearness, and naturalness, with no needs to weight the importance of each quality.

Table 8 Literal Translation + General or Specific Words

No.	Source Text	Target Text	Baker's Strategies
1	Cyber Merchants, Online Retailers	ผู้ค้าออนไลน์	The target text is back-translated as “Online Merchants.” The word “online” or “cyber” was direct translated in Thai language. However, the target text “ผู้ค้า” is equivalent to the source text “Merchants.” However, this word was the general word for retailers and wholesalers.

Table 8 (Continued)

No.	Source Text	Target Text	Baker's Strategies
2	Warehouse Showrooms	ศูนย์แสดง คลังสินค้า	The target text is back-translated as "Warehouse Show Center." The word "warehouse" was literally translated; on the contrary, the word "showrooms" was paraphrased with more general word.

Table 8 shows that general words may be used to express the boarder semantic components of the source text, which are rarely affected the target-text readers' understanding of the referential meaning of the source text.

Another outstanding finding from table 8 also shows that two technical terms for one concept may exist in English language. However, the two terms may have only one version of Thai translation. In other words, the target text may be directly translated by selecting an equivalence for the head noun from the first technical term, and the modifier from the second one. The two English words, "Cyber Merchants" and "Online Retailers", may be translated directly as "ผู้ค้าออนไลน์" or "**Online Merchants.**" The head noun "Merchants" was selected from the first English version; while, the modifier "Online" was selected from the second English version.

Likewise, the use of specific words" in this table is in line with the findings in table 4 that specific words might be used to express implied meaning of technical terms.

Table 9 Loan Words

No.	Source Text	Target Text
1	Supermarket	ซูเปอร์มาร์เก็ต
2	Coupons	คูปอง
3	Superstore	ซูเปอร์สโตร์
4	Hypermarket	ไฮเปอร์มาร์เก็ต

Table 9 illustrates the use of four loan words to achieve the accuracy in Translation. Theoretically, loan words, as introduced by Baker, should be used to cope with cultural differences. The first two loan words – **supermarket and coupon** – have been widely used and understood among Thai language users. On the contrary, most outsiders in marketing may be unable to conceptualize the underlined semantic components hidden in the other two cultural different words – **superstore and hypermarket**, of which the definitions are illustrated below (Ferrell & Hirt. 2004: 361):

- (1) Superstore Giant self-service store offering food and non-food products
- (2) Hypermarket Giant self-service store, larger than superstore, offering
general merchandises at low prices

To achieve clearness in translation, general or specific words “ร้านสรรพอาหาร” and “ร้านมหรรพสินค้า” were used to translate the words “supermarket” and “superstore” respectively, as shown in table 4. This implies that different translation strategies are employed should translators have different objectives: using loan words for accuracy, or using specific words for clearness in translation.

Table 10 Literal Translation + Illustration

No.	Source Text	Target Text
1	Marketing Mix	ส่วนผสมการตลาด
2	Push Strategy	กลยุทธ์ผลัก
3	Pull Strategy	กลยุทธ์ดึง

Table 10 shows three samples of marketing terms of which the illustrations, shown in figures 1-2, were added to achieve clear understanding among readers.

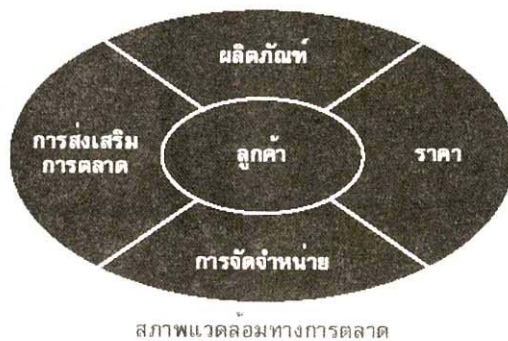


Figure 1 Marketing Mix

Source: Promporn Prompes. (2003). Introduction to Business. p. 266.

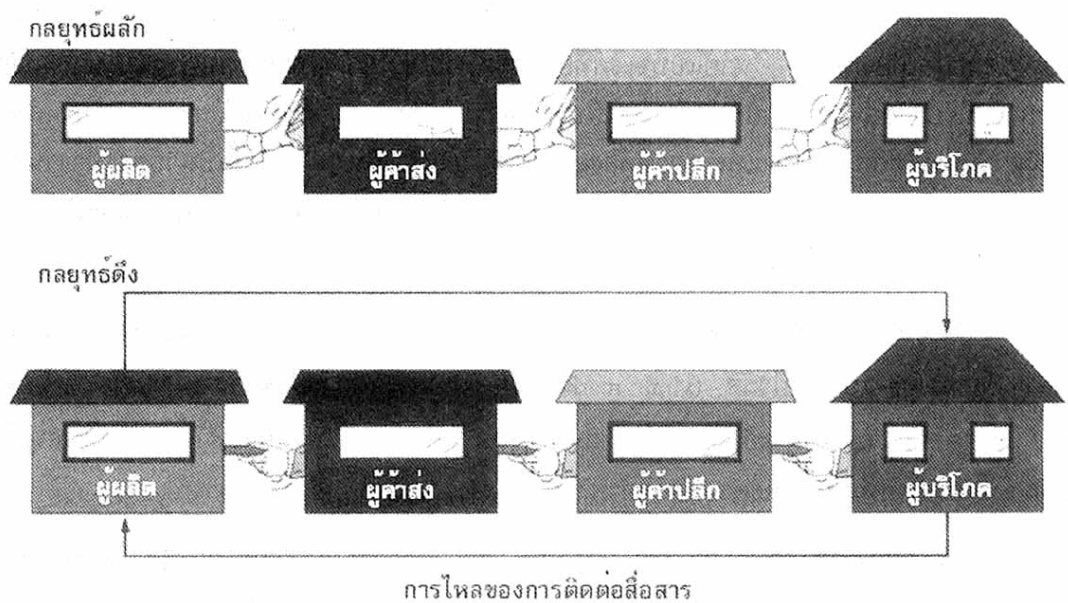


Figure 2 Push and Pull Strategies

Source: Promporn Prompes. (2003). Introduction to Business. p. 302.

Implied from table 10, although “Literal Translation” was used to achieve accuracy in translation, “Using Illustration” might be used to help readers with poor background in marketing understand the complicated concepts hidden in such technical terms. This supports the inference drawn in table 7; i.e., the more translation strategies used results in the better quality in translation.

Table 11 Literal Translation + Paraphrasing with Related Words**+ Illustration**

No.	Source Text	Target Text	Baker's Strategies
1	Marketing Environment	สภาพแวดล้อมทางการตลาด	The target text was literally translated, and a related word “ทาง” was added to introduce a prepositional phrase used as a post-noun modifier in Thai language.
2	Product Life Cycle	วงจรชีวิตของผลิตภัณฑ์	The target text was literally translated, and a related word “ของ” was added to introduce a prepositional phrase used as a post-noun modifier in Thai language.
3	Marketing Channels	ช่องทางทางการตลาด	The target text was literally translated, and a related word “ทาง” was added to introduce a prepositional phrase used as a post-noun modifier in Thai language.

To enhance target-text readers get clear understanding of the complicated concepts of the preceding marketing terms, illustrations were added, as shown in figures 3-5:

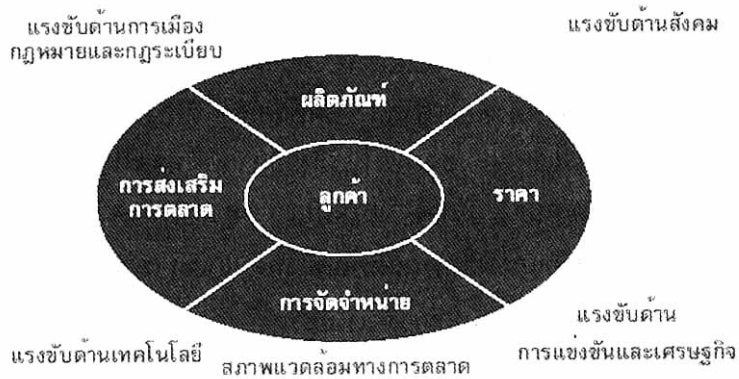


Figure 3 Marketing Environment

Source: Promporn Prompes. (2003). Introduction to Business. p. 272.

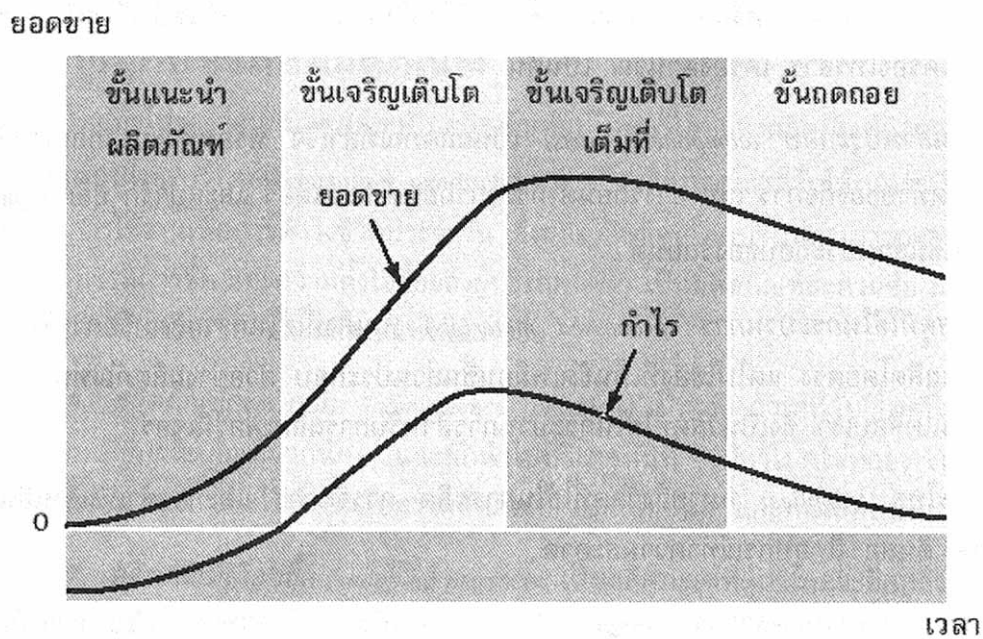


Figure 4 Product Life Cycle

Source: Promporn Prompes. (2003). Introduction to Business. p. 284.

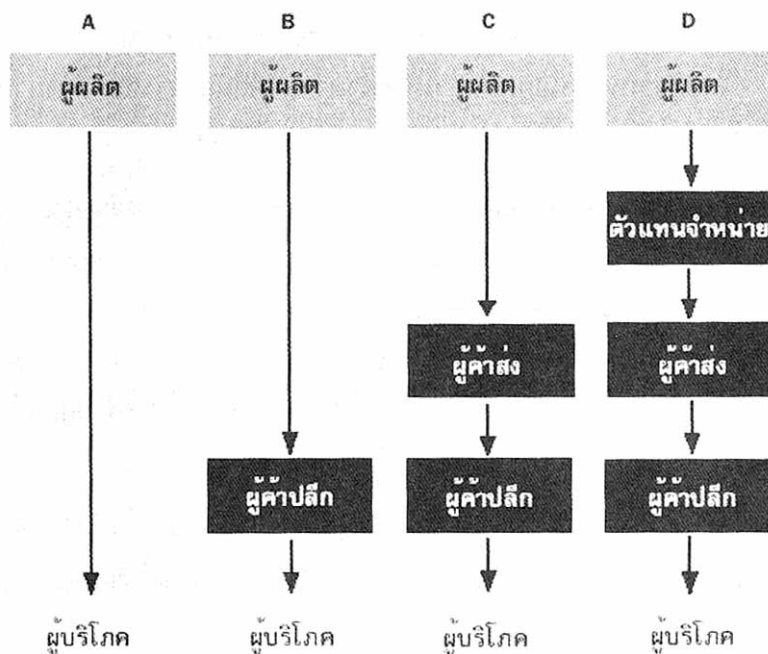


Figure 5 Marketing Channels

Source: Promporn Prompes. (2003). Introduction to Business. p. 295.

Implied from table 11, the three samples of marketing terms were nearly-equivalently-translated by using direct words added with a related word; and the accuracy and naturalness in translation was mostly achieved. However, illustrations were also used to clarify the complicated semantic senses to have marketing students get clear understanding of technical terms. This also supports that the three aspects of translation quality may not be achieved unless the combination of translation strategies has not been systematically employed.

Table 12 Literal Translation + Paraphrasing with Unrelated Words**+ Omission**

No.	Source Text	Target Text	Baker's Strategies
1	Catalog Showroom	การขายด้วย รายการสินค้า	Fully back-translated, the Thai version might be paraphrased in English as "Catalog Selling." This shows that the translator adjusted the target text by directly translating the word "catalog" into "รายการสินค้า", and adding an unrelated word "selling" to get clear interpretative meaning in Thai. On the contrary, the word "showroom" was omitted in target text.
2	Physical Distribution	การกระจาย สินค้า	Fully back-translated, the Thai version might be paraphrased in English as "Product Distribution." This shows that the translator adjusted the target text by directly translating the word "distribution" into "การกระจาย", and adding an unrelated word "product" to get clear interpretative meaning in Thai. On the contrary, the word "physical" was omitted in target text.

According to table 12, translation might be adjusted in meanings to coin the translated technical terms with appropriate in length or natural structure in the target text. In other words, translators sometimes may omit the head noun or noun modifier of the source text when translating the term in the target text and paraphrase the omitted concepts by using an unrelated word to get clear interpretative meanings. These strategies do not affect the translation equivalence because target-text readers can read the full definition at

the text margin. Additionally, fully translating the source text as “โซ่วรัมแคตตาล็อก”, and “การกระจายสินค้าที่จับต้องได้” may be awkward in Thai language, and may be difficult for Thai students to memorize the terms.

Table 13 Literal Translation + Omission

No.	Source Text	Target Text	Baker's Strategies
1	Pricing Strategy	กลยุทธ์ราคา	The source text may be fully translated as “กลยุทธ์การกำหนดราคา” or “Price <u>Identification</u> Strategy.” However, the underlined semantic components, expressed in the –ing suffix, was omitted in Thai version.
2	Warehousing	คลังสินค้า	The source text may be fully translated as “การจัดการคลังสินค้า” or “ <u>Managing</u> Warehouses.” However, the underlined semantic components, expressed in the –ing suffix, was omitted in Thai version.
3	General Merchandise Retailers	ผู้ค้าปลีก	The source text may be fully translated as “ผู้ค้าปลีก <u>สินค้าทั่วไป</u> .” The underlined semantic components, being encoded in the modifiers “General Merchandise”, were omitted in Thai.

In accordance with table 13, all English technical terms was mostly-literally translated in Thai. Although some semantic components were omitted, such as (1) the verbal noun suffix, “-ing”, being affixed with the verb “price” and “warehouse”, and (2) the word “General Merchandise” modifying the word “retailers”; the omitted parts function as the grammatical

unit, and expresses additional explanation. To get clear understanding, target-text readers can read full definitions at the text margin.

“Omission” might result in translating Thai technical terms in appropriate length. However, it is changing to conduct a further research to justify whether these combined strategies is appropriated to use in coining marketing terms in the Royal Institute’s Dictionary. This is because definitions are not included in the Royal Institute’s Dictionary. In other words, only English technical terms and Thai translations are compiled without any definitions to explain the omitted concepts.

Table 14 Literal Translation + More or Less Expressive Words

No.	Source Text	Target Text	Baker’s Strategies
1	Handling Objections	การขจัดข้อโต้แย้ง	“Handling Objections” in English was mostly-literally translated as “Stopping Objections” or “การขจัดข้อโต้แย้ง” in Thai. The word “Handling” in English was translated with a more expressive word, “Stopping” or “การขจัด” in Thai. In this case, The target text may be somehow over-translated.
2	Inventory Control	การควบคุมสินค้าคงเหลือ	“Inventory Control” in English was mostly-literally translated as “Unsold Goods Control” or “การควบคุมสินค้าคงเหลือ” in Thai. The word “Inventory” in English was translated with a more expressive word, “Unsold Goods” or “สินค้าคงเหลือ” in Thai. In this case, The target text may be somehow over-translated.

Table 14 restates that more expressive words were mostly used to express translator's attitude towards the particular technical terms. However, it remarks that over-translation might be the critical issue to be concerned.

Table 15 More or Less Expressive Words + Paraphrasing with

Related Words

No.	Source Text	Target Text	Baker's Strategies
1	Niche Marketing	การตลาด รายย่อย	The target text is back-translated as "Retail Marketing." The words "ราย" were used as a classifier added to achieve naturalness in Thai usage. The word "niche" in English means "aiming at a particular group of customers." In Thai, this word was translated by the word "รายย่อย", which connotes more expressive meaning that "customers having lower buying volume" In this case, It might be somehow misleading. Although, "Niche Marketing" might be directly translated as "การตลาดเฉพาะราย", it may be difficult for outsiders to conceptualize the term.
2	Discount Store	ร้านขายสินค้า ราคาต่ำ	The target text is back-translated as "Store <u>selling merchandise</u> at lower price" The underlined related words were added to paraphrase the target text to achieve naturalness in translation. The word "discount" in the source text means reduced price, but it was translated in ore more expressive Thai word "ราคาต่ำ" or "lower

Table 15 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			price.” The Thai translation connotes more comparative meaning that “prices lower than other competitors.” In this case, it might be somehow over-translated.
3	Maturity Stage	ขั้นเจริญเติบโต เต็มที่	The English word “maturity” in marketing register visualizes the movement of sales growth to the peak and the start of declining.” On the other hand, The Thai version, was paraphrased with related words by using the <u>underlined</u> collocation plus a more expressive word, “ <u>เจริญเติบโตเต็มที่</u> .” The phrase “เต็มที่” which connotes more expressive meaning: growing at the peak point help Thai readers get a clear picture of the movement of marketing performance.

In accordance with table 15, more expressive words may be used should the translators aim at sharing feelings or attitudes towards such technical terms. This strategy may be somehow controversial. Positively, target-text readers easily visualize the imagery of the technical terms. On the contrary, negatively, it might results in over-translation or misleading among translated text readers.

Table 16 Literal Translation + Paraphrasing with Related Words + Illustration

No.	Source Text	Target Text	Baker's Strategies
1	Concentration Approach	แนวคิดมุ่งตลาด เฉพาะส่วน	The English word, "Approach" was literally translated as "แนวคิด." The English word, "Concentration" was paraphrased with two related words naturally used in Thai, "เฉพาะส่วน."
2	Multi-segment Approach	แนวคิดมุ่งตลาด หลายส่วน	The English word, "Approach" was literally translated as "แนวคิด." The English word, "Multi-Segment" was paraphrased with two related words naturally used in Thai, "หลายส่วน."
3	Total-Market Approach	แนวคิดมุ่ง ตลาดรวม	The English word, "Approach" was literally translated as "แนวคิด." The English word, "Total-Market" was paraphrased with two related words naturally used in Thai, "มุ่งตลาดรวม."

To enhance target-text readers get clear understanding of the complicated concepts of the preceding marketing terms, illustrations were added, as shown in figures 6:

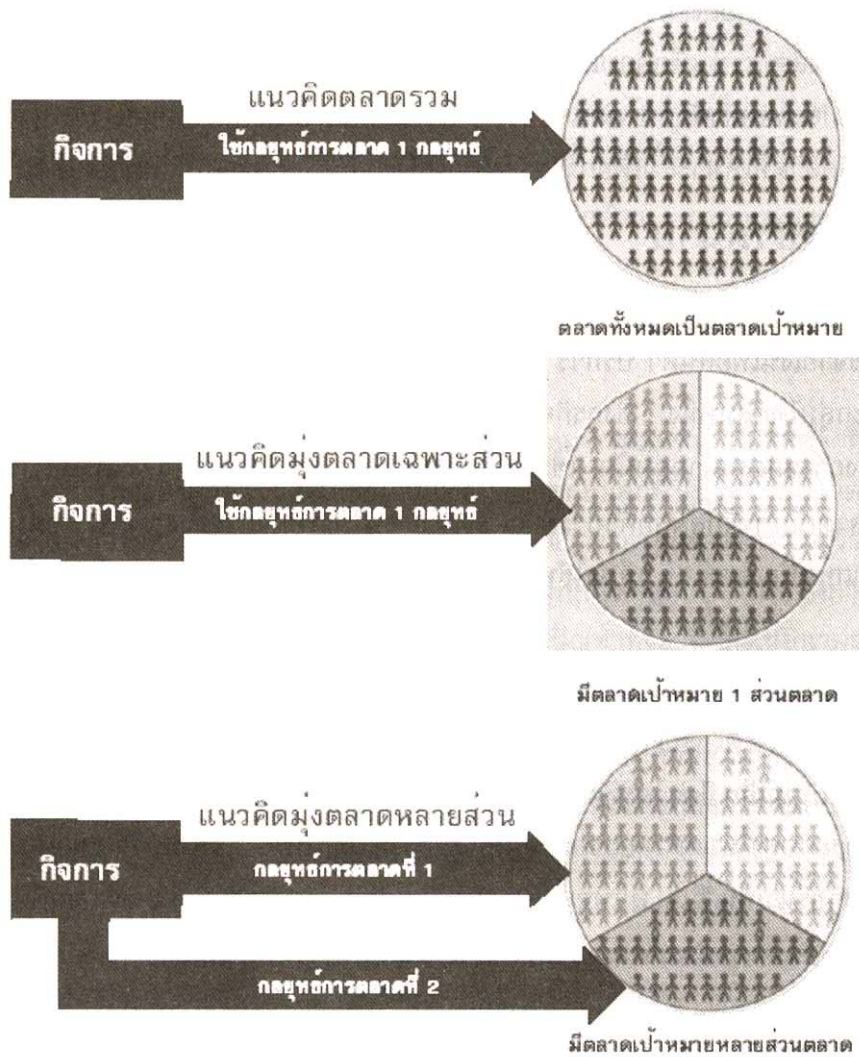


Figure 6 Multiple Target Markets

Source: Promporn Prompes. (2003). Introduction to Business. p. 264.

Table 16 restates that related words are needed for natural Thai translation. Additionally, illustration may be useful to clarify the complicated concepts of some technical terms. It implies that translating marketing texts for foreign students requires naturalness and clearness rather than accuracy in translation.

Table 17 Literal Translation + More or Less Expressive Words +

Paraphrasing with Related Words

No.	Source Text	Target Text	Baker's Strategies
1	Price Skimming	การกำหนดราคา แบบตักดวง	The translated text is back-translated as "Price Identification in Money-Generating Style." While, the word "price" was literally translated as "ราคา" in Thai, the word "skimming" was paraphrased with two related words and a more expressive word. The word "การกำหนด" or "identification" is a related word forming a verbal noun in Thai. The word "แบบ" or "style" is a related word used as a classifier in Thai. These two related words were used to paraphrase the translated version to be natural in Thai. Finally, the word "skimming" was translated by a more expressive word, "ตักดวง"; which connotes more expressive felling that sellers take advantages from buyers.
2	Category Killer	ร้านค้าปลีกขนาดใหญ่ที่ขายสินค้าเฉพาะอย่าง	The translated version is back-translated as "A big-sized retail outlet which sells category products." Only the word "category" was literally translated. The other words in the target text were used to paraphrase the source text with related e.

Table 17 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			words; then, the structure of the technical term was changed from a compound noun in the source text to an adjectival clause in the target text. The word "big-sized" was a more expressive word the translator used to visualize the meaning of the word "killer" by expressing the translator's opinion on the size of the store.

Table 17 restate that more expressive words were used to show the translator's feelings towards technical terms; as previously discussed in table 14. Moreover, this table also provides clear evidence, as previously discussed in table 2 that paraphrasing English technical terms with related words in Thai were outstandingly used to deal with the non-equivalence in word structure, or to achieve naturalness in translation.

Table 18 Paraphrasing with Related Words + Omission

No.	Source Text	Target Text	Baker's Strategies
1	Labeling	ป้ายฉลาก	The target text is back-translated as "Label Tags." Accordingly, two related words were used to achieve clearness in Translation. However, the semantic component of the "-ing" suffix, which means "presenting information on product labels," was omitted.

Table 18 (Continued)

No.	Source Text	Target Text	Baker's Strategies
2	Even / Odd Pricing	การกำหนด ราคาแบบเลขคู่	The target text is back-translated as "Price Identification in Even Numbers." Accordingly, the target text was paraphrased with related words in natural Thai translation. However, the word "Odd" was omitted in the target text.

In accordance with table 18, the first example shows that the omission of secondary sense of meaning expressed in the affix might be acceptable. On the contrary, the second example argues that "omission" sometime results in misleading in translation.

The English term "**Even and Odd Pricing**" might be unclear for Thai readers if the word "Odd" was omitted in the target text. "**Even and Odd Pricing**" is relied on the psychological assumption that people will buy more of a product for \$99 than \$100 because it seems to be a bargain at the odd price. Implied, prices should be in odd numbers to call for customers want. However, the Thai version was translated as "การกำหนดราคาแบบเลขคู่" or "**Price Identification in Even Numbers.**" This might be unclear for Thai readers because the definition given in the text is slightly contradicted to the Thai terms.

To conclude, clearness in translation should be concerned prior to applying the omission strategy in translation.

Apart from the outstanding combinations of Baker's strategies discussed in tables 2 – 18, tables 19 – 22 hereafter presents the list of combinations of Baker's translation strategies being employed in only one sample of marketing terms. However, these samples can be classified in four groups revealing the critical viewpoints on non-equivalence in translation, including:

- (1) Cultural Non-Equivalence versus Ethics in Translation,
- (2) Structural Difference versus Naturalness in Translation,
- (3) Omission versus Under-Translation; and
- (4) Translation Equivalence versus Clearness in Translation.

The first critical viewpoint, illustrated in 19, relies on the argument whether it is always ethical to fully translate English culture-related words into Thai equivalence.

Table 19 Cultural Non-Equivalence versus Ethics in Translation

No.	Source Text	Target Text	Baker's Strategies
Translation Strategy: More or Less Expressive Words			
1	Sweepstakes	การชิงโชค	The target-text was translated with less expressive words, "Lucky Draw." This non-equivalence resulted from the different cultural values in eastern and western societies. In Thailand, gambling is prohibited; whereas, it might be free to establish gambling casinos in western countries. Therefore, the translator did not fully translate the word " sweepstakes " as

Table 19 (Continued)

No.	Source Text	Target Text	Baker's Strategies
			“การพห้ันเสีงโชค”, but a less expressive word “การซิงโชค” was selected to replace the source text. Implied in this case, ethics should be concerned in translation of cultural values.

Table 19 reveals that ethics in translation is very critical. In other words, accuracy in translation might be less appropriate than under-translation provided that the fully-translated technical terms might somehow lead to the misconduct of cultural norms in the target audience's society.

The second critical viewpoint, presented in table 20, provokes the argument whether structural differences should be employed to achieve naturalness in translation.

Table 20 Structural Difference versus Naturalness in Translation

No.	Source Text	Target Text	Baker's Strategies
Translation Strategies: Literal Translation + Loan Words + Paraphrasing with			
Related Words			
1	Technology Force	แรงซ้บทางด้าน เทคโนโลยี	The target-text is back-translated with “Forces in terms of Technology.” The word “force” was direct translated, but the word “technology” was transliterated as a loan word. The word “แบบ” or “in terms of” was a related word used as a classifier to achieve naturalness in translation.

Table 20 (Continued)

No.	Source Text	Target Text	Baker's Strategies
Translation Strategies: General to Specific Words + Loan Words + Paraphrasing with Related Words			
2	Word of Mouth Publicity	การประชาสัมพันธ์ แบบ Word of Mouth	The target-text is back-translated with “Public Relations in Word-of-Mouth Style” It was translated with a loan word, “Word of Mouth.” The word “แบบ” or “in terms of” was a related word used as a classifier to achieve naturalness in translation. The word “Publicity” was translated as a general word, “Public Relations” or “การประชาสัมพันธ์” where the underlined definition, <i>the attention given to public relations channels, such as television, radio, newspapers</i> , was omitted. (Ferrell & Hirt. 2004)

Table 20 proves that the structures of the source text can be paraphrased differently with unrelated words to achieve naturalness in translation. Moreover, related words or general terms with popularity in use might be employed in target-text adaptation for naturalness in translation.

The third critical viewpoint, discussed in table 1.23, justifies the argument whether omission results in under-translation problems.

Table 21 Omission versus Under Translation

No.	Source Text	Target Text	Baker's Strategies
Translation Strategies: Literal Translation + General or Specific Words + Omission			
1	Intensity of Market Coverage	ระดับ การครอบคลุม ตลาด	The target text is back-translated as "Market Coverage Level." Accordingly, the source-text word "intensity" was translated with a general word "ระดับ" or "level" in Thai. The technical term was mostly literally translated with the omission of the preposition "of" in the target text.
Translation Strategies: More or Less Expressive Words + Omission			
2	Physical Inventory	สินค้าคงเหลือ	The target text is back-translated as "Unsold Goods." Accordingly, the source-text word "physical", which means "tangible goods", was omitted in the target text. Additionally, the word "inventory" was paraphrased with a more expressive word, "unsold", expressing the translator's judgment that goods in stock are mostly unsold.
Translation Strategy: Omission			
3	Budgeting	งบประมาณ	The target text is back-translated as "Budget." Accordingly, the "-ing" suffix in the source-text which means "preparing" was omitted in the target text.

Table 21 (Continued)

No.	Source Text	Target Text	Baker's Strategies
Translation Strategies: Literal Translation + Paraphrasing with Related Words			
+ Omission			
4	The Screening of New Ideas	การกลั่นกรอง ความคิดใหม่	The target text is back-translated as "New Ideas Screening." Accordingly, the target text was mostly literally translated, and the preposition "of" was omitted in the target text. The word "screening" was translated with two related words "กลั่นกรอง" to achieve naturalness in Thai collocation.

Table 21 supports the first findings previously discussed in table 18 that the omission of the source text sometimes slightly affects the reader's understanding. The word "**Budgeting**" was translated in Thai as "งบประมาณ." Although the "-ing" suffix, which means "preparing" was omitted in Thai version, students may get clear understanding after reading the whole text. Additionally, it was illustrated that omission of prepositions in the target text is acceptable because prepositions are just the grammatical words which do not affect the core content of the marketing terms.

The last critical viewpoint, discussed in table 22, argued whether form-based or meaning-based translation should be more emphasized in technical terms translation.

Table 22 Translation Equivalence versus Clearness in Translation

No.	Source Text	Target Text	Baker's Strategies
Translation Strategy: Paraphrasing with Unrelated Words			
1	Commercialization	การวางตลาดจริง	The target text was paraphrased with unrelated words; and, the word structure was changed from a complex word in the source text to be a verbal noun phrase in the target text to achieve clear understanding among marketing students in Thailand.

As discussed in table 22, sometimes paraphrasing the target text with different structure may lead to better understanding. In other words, interpretative translation might be better than form-based translation in terms of clearness. For instance, the word **“Commercialization”** in the source text has been translated in two Thai versions. The first version **“การทำการพาณิชย์”** was strictly based in form; whereas, the second version **“การวางตลาดจริง”** was paraphrased with unrelated words. However, the idiomatic translation may result in better understanding among Thai readers.

As earlier discussed, it is more important to analyze the background of target text readers as well as to figure out the cultural, structural, and semantic differences in order that combinations of Baker's translation strategies could be employed systematically to achieve clearness and naturalness rather than accuracy in translation.

The Relationship of the Use of Baker's Strategy and Translation Quality

In the last part of the chapter, the researcher presents the frequency of Baker's individual translation strategy employed in marketing terms translation and descriptively discusses the relationship of the use of Baker's strategy and plausible explanations in translation quality to support whether technical terms translation should be relied on meaning-based or form-based translation approach.

Table 23 presents the frequency of Baker's strategies used in English-Thai translation of marketing technical terms:

S1	General or Specific Words	S6	Paraphrasing with
S2	More or Less Expressive Words		Unrelated Words
S3	Cultural Substitution	S7	Omission
S4	Loan Words or Loan Words plus Explanation	S8	Illustration
S5	Paraphrasing with Related Words	S9	Literal Translation

Table 23: Frequency of Baker's Translation Strategies Used in

Marketing Terms Translation from English into Thai

	S1	S2	S3	S4	S5	S6	S7	S8	S9	Total
Occurrence	33	10	0	6	95	4	12	11	134	305
Percentage	10.82	3.14	0.00	1.89	31.15	1.31	3.77	3.46	43.93	100.00

Table 23 illustrates that eight major translation strategies were employed in translating marketing terms. “Literal Translation” was the first-most frequently used strategy at 134 occurrences or 43.93%. The second-mostly used strategy was “Paraphrasing with Related Words,” at 95 occurrences or 31.15%. Respectively, the third-mostly used strategy was “General or Specific Words” at 33 occurrences at 10.82%. “Omission” was followed in the fourth rank at 12 occurrences or 3.77%. However, “Illustration”, “More or Less Expressive Words”, “Loan Words”, and “Paraphrasing with Unrelated Words” were slightly employed at 11 occurrences (3.46%), 10 occurrences (3.14%), 6 occurrences (1.89%), and 4 occurrences (1.31%), respectively. Two strategies, not being used in translating marketing terms, were **“loan words plus explanation”** and **“cultural substitution.”** It might be inferred that the majority of English marketing terms are lexicalized in the Thai language. Likewise, it might be assumed that students can read the definitions at text margin unless they get clear understanding of loan words.

The distinguished figures shown in table 2 imply that Thai language has many words equivalent with English marketing terms because literal translation was mostly applied at 134 occurrences (43.93%). However, the translated versions were mostly paraphrased with related words, being found at 95 occurrences (31.15%) to deal with structural and semantic differences. It is the evidence that, to effectively translate marketing terms, clearness and naturalness should be the more important than accuracy in translation.

Furthermore, “Paraphrasing with Related words”, and “General or Specific Words” were outstandingly used at 95 and 33 occurrences or 31.15% and 10.82%. As previously

discussed, related words were mostly used to deal with structural and semantic differences. In terms of meanings, related words were outstandingly used to translate English words in Thai collocation, and to add explanation to the source text technical terms. In terms of morphological structure, related words function as the grammatical elements introducing the post-noun modifiers in Thai. Likewise, general words and specific words were mostly used to transfer the boarder meanings and implied meanings of technical terms in the target language. Consequently, it is believable that, in technical terms translation, clearness and naturalness should be more important than accuracy in translation.

Additionally, loan words were slightly used at only 6 occurrences (1.89%) This figure implies that accuracy in translation might be the least important quality for technical terms translation.

Baker's strategies were integrated in 25 patterns to decode 178 Thai marketing terms. Only 7 patterns of single-strategy of translation were found in 72 words (40.45%) including: literal translation (43 words or 24.16%), general or specific words (14 words or 7.87%), paraphrasing with related words (8 words or 4.49%), loan words (4 words or 2.25%), more or less expressive words (1 word or 0.56%), omission (1 word or 0.56%), and paraphrasing with unrelated words (1 word or 0.56%) respectively. On the contrary, multiple-strategies were integrated in the other 18 patterns found in 106 words (59.55%). This can be inferred that the majority of marketing terms consists of many semantic components. Moreover, most marketing terms were coined in compound or complex word structure. Then, technical translation should be based in equivalence in meaning rather than equivalence in forms.

Analyzing 18 multiple-strategy patterns, the researcher discovered that the first mostly-used combination of translation strategies was **“literal translation + paraphrasing with related words”** (57 words or 32.02%); followed by **“general or specific words + paraphrasing with related and unrelated words”**, (8 words or 4.49%). These imply that translating marketing terms should be more emphasized on meaning equivalence. In order words, clearness and naturalness should be more important than accuracy in translation.

In conclusion, technical term translation should be based on meaning rather than form equivalence. This is due to the fact that the source and target languages may be composed of words in different structure, and senses of meaning. Additionally, it is believable that clear understanding of technical terms results in better understanding of content area. However, two or three Baker’s strategies might be systematically employed in marketing terms translation to achieve the three translation qualities – clearness, naturalness, and accuracy in translation respectively.

CHAPTER 5

CONCLUSION AND DISCUSSION

This research was an attempt to study the use of Mona Baker's translation strategies in translating marketing technical terms from English into Thai. This chapter presents the research summary; including the comparative discussions of the research findings in related with the previous researches and related literature review in chapter 2. Additionally, limitations of the study, recommendations for professional applications and further studies are also discussed.

Conclusion of Research Results

The study answered the following research questions:

Research Question 1: What word-level translation strategies were mostly used in translating marketing technical terms from English into Thai?

As previously discussed in chapter 4, 25 combinations of Baker's strategies were employed in translating 178 marketing terms quoted from Chapter 12: "Customer-Driven Marketing" and Chapter 13: "Dimensions of Marketing Strategy" of the textbook entitled "*Business: A Changing World*", Fourth Edition by O.C. Farrell and Geoffrey Hirt, being published by McGraw-Hill Companies in 2003.

Eight major translation strategies were employed in translating marketing terms. "Literal Translation" was the first-most frequently used strategy at 134 occurrences or 43.93%. The second-mostly used strategy was "Paraphrasing with Related Words," at 95 occurrences or 31.15%. Respectively, the third-mostly used strategy was "General or Specific Words" at 33 occurrences at 10.82%. "Omission" was followed in the fourth rank at 12 occurrences or 3.77%. However, "Illustration", "More or Less Expressive Words", "Loan Words", and "Paraphrasing with Unrelated Words" were slightly employed at 11 occurrences (3.46%), 10 occurrences (3.14%), 6 occurrences (1.89%), and 4 occurrences (1.31%), respectively. However, "loan words plus explanation" and "cultural substitution" were not found in this text. It might be inferred that the majority of English marketing terms are lexicalized in the Thai language.

Among the 25 patterns of combined translation strategies, only 7 patterns of single-strategy of translation were found in 72 words (40.45%) including: literal translation (43 words or 24.16%), general or specific words (14 words or 7.87%), paraphrasing with related words (8 words or 4.49%), loan words (4 words or 2.25%), more or less expressive words (1 word or 0.56%), omission (1 word or 0.56%), and paraphrasing with unrelated words (1 word or 0.56%) respectively.

On the contrary, multiple-strategies were integrated in the other 18 patterns found in 106 words (59.55%). This can be inferred that the majority of marketing terms consists of many semantic components. Moreover, most marketing terms were coined in compound or

complex word structure. Then, technical translation should be based in equivalence in meaning rather than equivalence in forms.

Analyzing 18 multiple-strategy patterns, it was discovered that the first mostly-used combination of translation strategies was “literal translation + paraphrasing with related words” (57 words or 32.02%); followed by “General or Specific Words + Paraphrasing with Related Words”, (8 words or 4.49%). This implies that meaning-based is likely to be more emphasized in marketing term translation because source and target languages may be somehow different in word structure, semantic components, and cultural background. Additionally, clearness in technical term translation probably leads to better comprehension of content areas.

In conclusion, the translators mostly applied multiple-strategies to deal with cultural, structural, and semantic differences in order that the target-text could be effectively translated in terms of clearness, naturalness, and accuracy respectively.

**Research Question 2: What are the plausible explanations showing why
a particular translation strategy is appropriate in terms of
accuracy, clearness, and naturalness when the target-text
audience is taken into account?**

Eight Baker’s strategies were employed to deal with structural, meaning and cultural differences of English and Thai marketing terms. In other words, “Loan words plus explanation” and “cultural substitution” were not found in this text. Moreover, the translators

logically applied such strategies should achieve three translation qualities: accuracy, clearness, and naturalness in translation. The plausible explanation showing the effectiveness of each particular strategy is presented below:

Strategy 1: General or Specific Words

General words were used to translate English marketing terms of which the secondary senses of meaning were slightly omitted in the translated text. This strategy results in naturalness in translation. On the contrary, Specific words were mostly used to enable target-text readers to get clearer meaning of marketing terms.

Strategy 2: More or Less Expressive Words

More expressive words were used to express the translator's feelings or attitudes towards English marketing terms. This strategy is somehow effectively to visualize the clear image of marketing terms. However, to translate cultural-related marketing terms to be more ethically accepted in the target readers' society, less expressive words is recommended.

Strategy 4: Loan Words

Loan words were used to keep all components of meanings when the English terms were translated in Thai versions. In other words, this strategy mainly focuses on the accuracy in translation.

Strategy 5: Related Words

To deal with structural difference, grammatical related words, such as prepositions or classifiers, were dominantly used in paraphrasing English marketing terms in natural Thai. Additionally, to keep all semantic components or to decode the translated versions in acceptable Thai collocations, related words with similar meanings were outstandingly applied. In short, related words were mostly used to achieve clearness and naturalness in translation.

Strategy 6: Unrelated Words

Theatrically, unrelated words are required unless some words in the source text are not lexicalized in the target language. (Baker: 1992). In this research, it was discovered that unrelated words might be employed by the non-linguist translators to paraphrase the academic terms into every-day language. For instance, the word “commercialization” was translated in two versions: “การทำการพาณิชย์” or “การวางตลาดจริง.” The first version was translated in academic register. On the contrary, the second one was paraphrased with unrelated words to achieve clear understanding among readers.

Strategy 7: Omissions

This research found that omission of secondary senses of meanings was mostly used to translate English marketing terms in to natural Thai.

Strategy 8: Illustration

This research found that even if some technical terms could be directly translated, illustrations might be added to enable readers to get complicated concepts of such technical terms.

Strategy 9: Literal Translation

Literal Translation was the first-most employed strategies found in this research. Then, it could be inferred that most English marketing terms were lexicalized in the Thai language.

In summary, meaning-based translation should be emphasized in technical term translation. In other words, clearness and naturalness should be more important than accuracy in translation.

Discussion of Research Results

This research revealed four outstanding research findings. Firstly, Thai and English words are composed of different modification structure. This is contributed to the second findings that idiomatic translation was widely used in technical term translation. However, it was found out that some marketing terms might be translated in two versions, being concentrated on accuracy or clearness in translation. Finally, combinations of two or three Baker's strategies were outstandingly employed in marketing term translation.

The first mostly-used combination of translation strategies was “Literal Translation + Paraphrasing with Related Words” (57 words or 32.05%). It implied that the structure of noun phrases in Thai is different from English noun phrases. This is in accordance with Wissanu Kobsiriphat (2005: 14-15) that English is the head-medial language, but Thai is the head-first language. Therefore, classifiers and prepositions were mostly used to paraphrase English pronoun modifiers into Thai post-noun modifiers.

Secondly, “General or Specific Words + Paraphrasing with Related Words” were outstanding employed at 8 words or 4.49%. Related words were mostly used in adding modifiers with the source text when translating into target language. Moreover, related words were mostly used to paraphrase the English technical terms into Thai collocations or two related words sharing similar meanings in Thai. This implies that the target texts might be idiomatically translated for clear understanding with some adaptation of meaning components.

The second findings revealed that technical term translators are free to use their knowledge of content areas to adapt the target-text to achieve clearness in translation. These interpretations of findings are in accordance with Vessakosol (2003: 79) that language ability in source and target texts, and knowledge in subject matters are more important for non-literary translators. Moreover, they are also conformed to Saibua (1999) that translators are authorized to adjust their translated texts by adding explanations to get conceptual framework understood among translated-version readers.

Apart from the two major findings discussed, this research also discovered that some English technical terms had two versions of target-text. In other words, loan words were used to achieve accuracy. On the contrary, more expressive words were used to achieve clear understanding among Thai readers. For instance, “supermarket” and “superstore” may be translated as “ร้านสรรพอาหาร” and “ร้านมหัศจรรย์สินค้า.” The two versions were derived from the different translation objectives – accuracy or clearness –; and were suitable for different groups of audiences – marketing professionals or university students.

This piece of findings supported the previous research of Ratchada Susakul (2004) that professional translators concentrate more on target readers’ understanding than equivalent forms in source and target texts. Additionally, it also supported the sociolinguistics theory that technical terms might be translated in various forms if translators emphasize different sense of meaning with different attention to decode the same technical terms to different audience. (Prasithrathasint: 2001) Like wise, they also supported the translation process proposed by Mildred L. Larson, (1984) comprehension testing should be implemented to evaluate the translation quality.

This research also illustrated that to translate marketing terms; two or three had to be applied in a translated item. This is conformed to Vorajaroensri’s research entitled “*An Analysis of Translation Strategies Used in Restaurant Menus*” (Vorajaroensri. 2002: 61).

This research implies that technical terms translation should be concentrated on naturalness and clearness in translation. Accuracy in translation might be less important because definitions are provided in textbook margin. However, it is possible to achieve the

three translation qualities, accuracy, clearness, and naturalness, with no needs to weight the importance of each quality if multiple-strategies are systematically employed based on the target-text audience analysis. .

Limitation of the Study

This study was merely analyzed qualitatively based on related literature and previous researches in Linguistics and Translation. To discover stronger evidence on the evaluation of translation quality, survey and action researches should be implemented to discover whether the translated marketing terms are popularly used among marketing academy or professionals; and whether the marketing students in Thailand are able to get the conceptual meanings of the translated versions without any further definitions.

Recommendations for Professional Application

The results of the study would be useful for compiling a technical term translation manual for the textbook translators. Moreover, they might be applied for designing Business Translation Courses.

To compile a technical manual, the content should briefly explain the structural, semantic, and cultural problems found in word-level translation, the use of Mona Baker's translation strategies to draft English / Thai translation, and guidelines in testing translation quality in terms of accuracy, naturalness, and clearness.

To conduct a translation course, the process-based teaching should be implemented in teaching technical term translation. In other words, teachers should design lessons in audience analysis, word meanings, translation strategies, and concepts of translation quality. By the end of the course, students should be able to analyze the background of target readers, to analyze translation problems, and to evaluate the use of word-level translation strategies.

Recommendations for Further Studies

As the samples of this research were selected from only one title of marketing textbooks, it would be beneficial to conduct further researches to survey the marketing terms translation strategies employed by different translators. Additionally, further research might be implemented to survey the application of Baker's strategies used to translate the marketing terms in marketing textbooks, and business newspapers. Finally, the application of Baker's translation strategies used in coining Thai-language business terms in the Royal Institute's Dictionary should be analyzed because definitions are not included in this dictionary.

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แห่งจุฬาลงกรณ์มหาวิทยาลัย

APPENDIX

LIST OF MARKETING TERMS

No	Source Text	Target Text
1	Accessory Equipment	อุปกรณ์เสริม
2	Advertising	การโฆษณา
3	Agent	ตัวแทนจำหน่าย
4	Approaching	การเข้าพบลูกค้า
5	Attitude	ทัศนคติ
6	Behavioristic Variables	ลักษณะทางพฤติกรรมศาสตร์
7	Brand Mark	เครื่องหมายตราผลิตภัณฑ์
8	Brand Name	ชื่อตราผลิตภัณฑ์
9	Branding	การกำหนดตราผลิตภัณฑ์
10	Budgeting	งบประมาณ
11	Business Analysis	การวิเคราะห์ธุรกิจ
12	Buying	การซื้อ
13	Buying Behaviour	พฤติกรรมการซื้อ
14	Buzz Marketing	การตลาดแบบบอกต่อ
15	Catalog Showroom	การขายด้วยรายการสินค้า
16	Category Killers	ร้านค้าปลีกขนาดใหญ่ที่ขายสินค้าเฉพาะอย่าง
17	Closing	การปิดการขาย
18	Commercialization	การทำการพาณิชย์
19	Commercialization	การวางตลาดจริง
20	Competitive and Economic Forces	แรงขับทางด้านการแข่งขันและเศรษฐกิจ
21	Component Parts	ชิ้นส่วนประกอบ
22	Concentration Approach	แนวคิดมุ่งตลาดเฉพาะส่วน
23	Consumer Products	ผลิตภัณฑ์อุปโภคบริโภค
24	Consumers	ผู้บริโภค
25	Contests	การแข่งขันชิงรางวัล
26	Convenience Products	ผลิตภัณฑ์สะดวกซื้อ
27	Coupons	คูปอง
28	Creative Sales Persons	พนักงานขายแบบสร้างสรรค์

No.	Source Text	Target Text
29	Culture	วัฒนธรรม
30	Current Customers	ลูกค้าในปัจจุบัน
31	Customer Loyalty	ลูกค้าที่มีความภักดี
32	Customer Relationship Management	การจัดการด้านความสัมพันธ์กับลูกค้า
33	Data Processing	กระบวนการเกี่ยวกับข้อมูล
34	Decline Stage	ขั้นถดถอย
35	Demand	อุปสงค์
36	Demographic Variables	ลักษณะทางประชากรศาสตร์
37	Demonstrations	การสาธิตผลิตภัณฑ์
38	Department Store	ห้างสรรพสินค้า
39	Direct Marketing	การตลาดทางตรง
40	Discount Store	ร้านขายสินค้าราคาต่ำ
41	Discounts	ส่วนลด
42	Distribution	การจัดจำหน่าย
43	Distribution Strategy	กลยุทธ์การจัดจำหน่าย
44	E-Packaging	บรรจุภัณฑ์อิเล็กทรอนิกส์
45	Even / Odd Pricing	การกำหนดราคาแบบเลขคู่
46	Exchange	การแลกเปลี่ยน
47	Exchange Relationship	ความสัมพันธ์เกี่ยวกับการแลกเปลี่ยน
48	Exclusive Distribution	การจัดจำหน่ายแบบผูกขาด
49	Financing	การเงิน
50	Following up	การติดตามผล
51	Form Utility	อรรถประโยชน์ด้านรูปแบบ
52	General Merchandise Retailers	ผู้ค้าปลีก
53	Generic Products	ผลิตภัณฑ์สามัญ
54	Geographic Variables	ลักษณะทางภูมิศาสตร์
55	Grading	การจัดระดับ
56	Growth Stage	ขั้นเจริญเติบโต
57	Handling Objections	การขจัดข้อโต้แย้ง
58	Hypermarket	ไฮเปอร์มาร์เก็ต

No.	Source Text	Target Text
59	Idea Development	การพัฒนาความคิด
60	Industrial Products	ผลิตภัณฑ์อุตสาหกรรม
61	Industrial Services	บริการสำหรับอุตสาหกรรม
62	Integrated Marketing Communication	การติดต่อสื่อสารทางการตลาดเชิงองค์รวม
63	Intensity of Market Coverage	ระดับการครอบคลุมตลาด
64	Intensive Distribution	การจัดจำหน่ายแบบทั่วไป
65	Intermediaries	ตัวกลาง
66	Introductory Stage	ขั้นแนะนำผลิตภัณฑ์
67	Inventory Control	การควบคุมสินค้าคงเหลือ
68	Labelling	ป้ายฉลาก
69	Learning	การเรียนรู้
70	Major Equipment	อุปกรณ์หลัก
71	Manufacturer Brands	ตราผลิตภัณฑ์ผู้ผลิต
72	Market	ตลาด
73	Market Segment	ส่วนตลาด
74	Market Segmentation	การแบ่งส่วนตลาด
75	Marketing	การตลาด
76	Marketing Channel	ช่องทางการตลาด หรือ ช่องทางการจัดจำหน่าย
77	Marketing Concept	แนวคิดมุ่งการตลาด
78	Marketing Environment	สภาพแวดล้อมทางการตลาด
79	Marketing Mix	ส่วนผสมการตลาด
80	Marketing Research	การวิจัยการตลาด
81	Marketing Research and Information Systems	การวิจัยการตลาดและระบบสารสนเทศ
82	Marketing Strategy	กลยุทธ์การตลาด
83	Maturity Stage	ขั้นเจริญเติบโตเต็มที่
84	Material Handling	การควบคุมวัตถุดิบ
85	Middle Men	คนกลาง
86	Motivation	การจูงใจ
87	Multi-segment Approach	แนวคิดมุ่งตลาดหลายส่วน

No.	Source Text	Target Text
88	Niche Marketing	การตลาดรายย่อย
89	Off-Price Chains	ร้านจำหน่ายสินค้าลดราคาที่มีสาขา
90	Online Retailers, Cyber Merchants	ผู้ค้าปลีกทางออนไลน์
91	Order Takers	พนักงานรับคำสั่งซื้อ
92	Ownership Utility	อรรถประโยชน์ด้านความเป็นเจ้าของ
93	Packaging	บรรจุภัณฑ์
94	Penetration Price	การกำหนดราคาเพื่อเจาะตลาด
95	Perception	การรับรู้
96	Personal Selling	การขายโดยบุคคล
97	Personality	บุคลิกภาพ
98	Physical Distribution	การกระจายสินค้า
99	Physical Inventory	สินค้าคงเหลือ
100	Place Utility	อรรถประโยชน์ด้านสถานที่
101	Political, Legal, and Regulatory Forces	แรงขับเคลื่อนด้านการเมือง กฎหมาย กฎระเบียบ
102	Potential Customers	คนที่คาดว่าจะเป็ลูกค้าในอนาคต
103	Premiums	ของแถม
104	Presenting	การนำเสนอผลิตภัณฑ์
105	Price	ราคา
106	Price Discounting	การกำหนดราคาแบบให้ส่วนลด
107	Price Skimming	การกำหนดราคาแบบตักดวง
108	Pricing Strategy	กลยุทธ์ราคา
109	Primary Data	ข้อมูลปฐมภูมิ
110	Private Distributor Brands	ตราผลิตภัณฑ์ผู้จัดจำหน่าย
111	Processed Materials	วัสดุที่ใช้ในกระบวนการ
112	Producers	ผู้ผลิต
113	Product	ผลิตภัณฑ์
114	Product Development	การพัฒนาผลิตภัณฑ์
115	Product Handling	การควบคุมผลิตภัณฑ์
116	Product Life Cycle	วงจรชีวิตผลิตภัณฑ์
117	Product Line	สายผลิตภัณฑ์

No.	Source Text	Target Text
118	Product Mix	ส่วนประสมผลิตภัณฑ์
119	Product Quality	คุณภาพผลิตภัณฑ์
120	Product Strategy	กลยุทธ์ผลิตภัณฑ์
121	Promotion (Marketing Promotion)	การส่งเสริมการตลาด (การโฆษณาและการส่งเสริมการตลาด)
122	Promotion Mix	ส่วนประสมการส่งเสริมการตลาด
123	Promotion Strategy	กลยุทธ์การส่งเสริมการตลาด
124	Promotional Positioning	การกำหนดตำแหน่งการส่งเสริมการตลาด
125	Prospecting	การแสวงหาลูกค้า
126	Psychographic Variables	ลักษณะทางจิตวิทยา
127	Psychological Pricing	การกำหนดราคาตามหลักจิตวิทยา
128	Psychological Variables	ตัวแปรทางจิตวิทยา
129	Public Relations Department	แผนกมวลชนสัมพันธ์
130	Publicity	การประชาสัมพันธ์
131	Pull Strategy	กลยุทธ์ดึง
132	Push Strategy	กลยุทธ์ผลัก
133	Raw Materials	วัตถุดิบ
134	Reference Groups	กลุ่มอ้างอิง
135	Refunds	การให้เงินคืน
136	Retailers	ผู้ค้าปลีก
137	Risk Taking	การเผชิญความเสี่ยง
138	Sales Promotion	การส่งเสริมการขาย
139	Sales Stabilization	การรักษายอดขายไว้
140	Samples	ตัวอย่างผลิตภัณฑ์
141	Secondary Data	ข้อมูลทุติยภูมิ
142	Selective Distribution	การจัดจำหน่ายแบบเลือกสรร
143	Selling	การขาย
144	Shipping	การขนส่งสินค้า
145	Shopping Products	ผลิตภัณฑ์เลือกซื้อ
146	Social Class	ชนชั้นทางสังคม
147	Social Forces	แรงขับทางด้านสังคม

No.	Source Text	Target Text
148	Social Roles	บทบาททางสังคม
149	Social Variables	ตัวแปรทางสังคม
150	Specialty Products	ผลิตภัณฑ์เจาะจงซื้อ
151	Specialty Stores	ร้านขายสินค้าเฉพาะอย่าง
152	Store Displays	การแสดงสินค้าหน้าร้าน
153	Storing	การจัดเก็บ
154	Supermarket	ร้านสรรพอาหาร
155	Supermarket	ซูเปอร์มาร์เก็ต
156	Superstore	ร้านมหาสรรพสินค้า
157	Superstore	ซูเปอร์สโตร์
158	Supplies	อะไหล่
159	Supply Chain Management	การจัดการโซ่อุปทาน
160	Support Sales Persons	พนักงานสนับสนุนการขาย
161	Sweepstakes	การชิงโชค
162	Symbolic / Prestige Pricing	การกำหนดราคาเพื่อแสดงสัญลักษณ์หรือการกำหนดราคาที่สูงถึงชื่อเสียง
163	Target Market	ตลาดเป้าหมาย
164	Technology Forces	แรงขับเคลื่อนด้านเทคโนโลยี
165	Test Marketing	การทดสอบตลาด
166	The Screening of New Ideas	การกลั่นกรองความคิดใหม่
167	Time Utility	อรรถประโยชน์ด้านเวลา
168	Total-Market Approach	แนวคิดตลาดรวม
169	Trade Shows	การจัดแสดงสินค้า
170	Trademark	เครื่องหมายการค้า
171	Transporting	การขนส่ง
172	Utility	อรรถประโยชน์
173	Viral Marketing	การตลาดแบบเชื้อไวรัส
174	Warehouse Club	ร้านคลังสินค้าเฉพาะสมาชิก
175	Warehouse Showroom	ศูนย์แสดงคลังสินค้า

No.	Source Text	Target Text
176	Warehousing	คลังสินค้า
177	Wholesalers	ผู้ค้าส่ง
178	Word-of-Mouth Puplicity	การประชาสัมพันธ์แบบ Word-of-Mouth

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