



THE INFLUENCE OF CROSS CULTURE ON TRANSLATION: TERMINOLOGY TRANSLATION FROM THAI TO LAO, ENGLISH, AND CHINESE CULTURAL UNIQUENESS

Panornuang Sudasna Na Ayudhya*, 

Department of English
Bansomdejchaopraya Rajabhat University, 10600, Bangkok
Thailand
panornuang.su@bsru.ac.th, panor.sudas@gmail.com

*Corresponding Author email: panor.sudas@gmail.com

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editor@readersinsight.net

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ABSTRACT

The present study investigated the influences of cross culture on translation among languages used by native speakers with different cultures. Three research methods as focus group, bi-directional translation, and questionnaire evaluation methods were employed. The focus group method consisted of two groups of participants as ten representatives of ethnic community in the research area. Bi-directional translation was conducted. Questionnaire evaluation was employed in two groups of participants as nine translators, who are native speakers of Lao, English, and Chinese Languages. The results revealed that translation difficulties.

Keywords: *Translation Difficulties; Food Terms*

RESEARCH HIGHLIGHTS

1. The mean of translation difficulties from Thai to target languages was rated.
2. The translation difficulties of local food terms among languages used by native speakers with different cultures was analyzed from the interview of translators.

GRAPHICAL ABSTRACT

Cultural Differences in Food

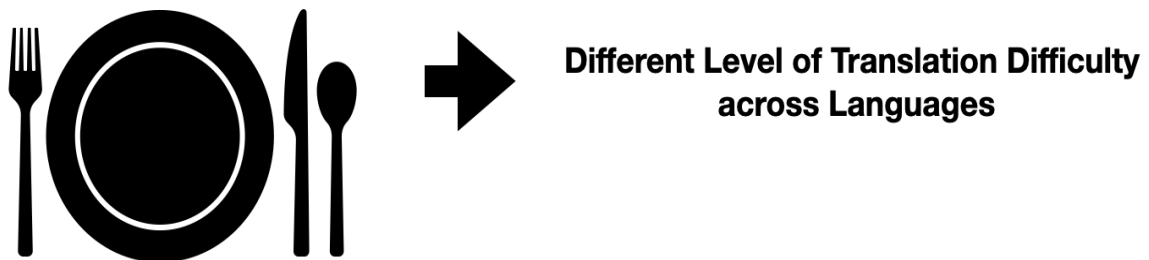


Fig. 1. The hypothesis of the present study

This graphic showed the hypothesis of the present study in which cultural differences as represented from food menu will provide different levels of translation difficulties in selected language targets.

Research Objectives

To examines the translation difficulties among languages used by native speakers with different food cultures.

Methodology

The recent investigation is a mixed method research. There are research methods as focus group, and questionnaire evaluation methods.

The Focus Group

The focus group method was conducted in representatives of ethnic community in the research area. The purpose of the focus group is to identify local food terms in the source text, which is Thai language.

Questionnaire Evaluation

Questionnaire evaluation was conducted to examine the translation difficulties. The result obtained from questionnaire evaluation was used along with the result obtained from focus group (Akbari & Segers, 2017; Baker, 1992).

Results

Translation Difficulties of Local Food Terms across Languages used by Native Speakers with Different Cultures

The mean of translation difficulties from Thai to Lao was rated at 1 or referring to being extremely easy, followed by the mean of translation difficulties from Thai to Chinese was rated at 3 or referring to being moderated, and the mean of translation difficulties from Thai to English was rated at 4 or referring to being difficult.

Translation Difficulties Problems based on Cross-Language Translation

The translation difficulties of local food terms among languages used by native speakers with different cultures was analyzed from the interview of translators presented following.

The problems obtained from word meanings are as food with specific local ingredients, food with specific local cooking method, and food terms related to local tradition.

Findings

According to the present study, Thai local food menus used for translation were obtained from the focus group procedure of representatives of four ethnic community as Thai, Lao, Mon, and Chinese ethnics in Ban Pong Subdistrict, Ratchaburi Province, Thailand. Therefore, the menus are distinguished and locally specific. The translation of the names of these menus was from Thai as the source language and to Lao, English, and Chinese as the target languages. The results revealed that food menus with local ingredients and cooking methods in Thai local culture, which are different from the culture of people in target language society, produced the translation difficulties.

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Author's Biography



Panornuang Sudasna Na Ayudhya, is Thai professor in linguistics. She graduated doctoral degree in linguistics from Chulalongkorn University. Currently, she works as a lecturer at Bansomdejchaopraya Rajabhat University in Bangkok, Thailand