

An Analysis of Translation Strategies of Two Foreign Translators in a S.E.A. Write Award Thai Short Story

การวิเคราะห์กลยุทธ์การแปลของนักแปลชาวต่างประเทศ 2 คน ในเรื่องสั้นรางวัลซีไรต์ของไทย

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Abstract

This research was aimed at analyzing the problems of non-equivalence translation and translation strategies at word level in the main short story in the collection of short stories entitled MID-ROAD FAMILY written by Sila Khomchai, the Thai winner of the Southeast Asian Writers Awards in 1993. The short story was translated into English by a lot of Thai and foreign translators. Two famous foreign translators in Thailand were selected to analyze. From the analysis of the translation strategies according to Mona Baker (2011), the problems of non-equivalence translation and translation strategies at word level found in their English translations from the same short story were perceived. In addition, the researcher made a sentence-by-sentence comparison to illustrate the problems and strategies for their translations. The analysis proved that in Target Language 1, four problems of non-equivalence translation and three translation strategies were found, and in Target Language 2, four problems of non-equivalence translation and four translation strategies were found.

Keywords: Non-equivalence, Translation problems, Translation strategies

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อวิเคราะห์ปัญหาการแปลคำที่ไม่เทียบเคียงกันและกลยุทธ์ในการแก้ปัญหาการแปลในระดับคำจากเรื่องสั้น “ครอบครัวกลางถนน” โดย ศิลา โคมฉาย ซึ่งได้รับรางวัลวรรณกรรมสร้างสรรค์ยอดเยี่ยมแห่งอาเซียน ในปี พ.ศ. 2536 เรื่องสั้นนี้ถูกแปลเป็นภาษาอังกฤษโดยนักแปลทั้งชาวไทยและชาวต่างชาติหลายคน ผู้วิจัยได้เลือกนักแปลชาวต่างชาติที่มีชื่อเสียงในประเทศไทย 2 คน จากการวิเคราะห์บทแปลตามทฤษฎีของ Mona Baker (2011) ผู้วิจัยพบปัญหาการแปลคำที่ไม่เทียบเคียงกันและกลยุทธ์ในการแก้ปัญหาในการแปลในระดับคำจากเรื่องสั้นเรื่องเดียวกันนี้ นอกจากนี้ผู้วิจัยได้เปรียบเทียบ 2 บทแปลนี้แบบประโยคต่อประโยคเพื่อแสดงให้เห็นปัญหาและกลยุทธ์ในการแก้ปัญหาบทแปลของพวกเขาจากการวิเคราะห์พิสูจน์ให้เห็นว่าในภาษาเป้าหมาย 1 พบปัญหาการแปลคำที่ไม่เทียบเคียงกัน 4 ปัญหาและพบกลยุทธ์การแปล 3 กลยุทธ์ ส่วนในภาษาเป้าหมาย 2 พบปัญหาการแปลคำที่ไม่เทียบเคียงกัน 4 ปัญหาและพบกลยุทธ์การแปล 4 กลยุทธ์

คำสำคัญ คำที่ไม่เทียบเคียงกัน, ปัญหาในการแปล, กลยุทธ์ในการแปล

Introduction

Translation, an activity of enormous significance in today's modern world, is an operation performed on languages, and a process of substituting a text in one language for a text in another. Moreover, it is a subject of interest to both professional and amateur translators. According to some translation criteria, the process of translation between two different written languages involves the changing of an original written text or the source text in the original written language or the source language ('Thai' in this research) into a written text or the target text in a different written language or the target language ('English' in this research).

Therefore, the purpose of translation is to take the meaning of a text of the source language and bring it over into the target language. The translator must have a clear understanding of the following three universal basic concepts: the translator must comprehend perfectly the source language, the translator must comprehend perfectly the target language, and the translator must be knowledgeable in the subject matter (Larson, 1998: 6).

Translation is basically a change of form. The form of the source language is replaced by the form of the target language. (Larson, 1998: 3). When we speak of the form of a language, we are referring to the actual words, phrases, clauses, sentences, paragraphs, etc., which are spoken or written. These forms are referred to as the surface structure of a language. It is the structural part of language which is actually seen in print or heard in speech.

In case of an interactive event between the author and the reader, the translation has to realize a cross-cultural communication between the author of the source text and the target readers through the translator's endeavour. The translator must possess 'communicative competence in both cultures' in addition to linguistic competence in both languages (Bell, 1991: 42). The translation covers the main points or "gist" of the original (Robinson, 2005: 10).

The notion that popular literature can be a mirror of society has been long recognized in sociology. One can gain an understanding of a society by analyzing its fiction and short stories. Written by and circulated among a tiny Western-educated élite, the first modern Thai short stories began to appear at the end of the nineteenth century. By the 1930s, the short story was reaching a much broader audience and had established itself as the most popular literary genre in Thailand in 1960s. Indeed, the reputation of many Thai writers rests almost exclusively on their short stories, while the genre has also attracted a number of prominent intellectuals and social critics. Each of the writers uses the short story form to comment on some aspects of Thai society, at times humorously, at times ironically, and at times angrily (Smyth & Chitakasem, 1998).

Thailand has been recognized for the quality of its programs to promote books and reading. From famous Thai novelists to up and coming writers, Thailand has a wide variety of literature that's worth reading. In 1979, the Southeast Asian Writer Award was born. Up to now, there is 41 S.E.A. Write Award winning literature including novels, poetry and short stories receiving the logo of S.E.A. Write Award stamped on their covers.

'Short story' is type of honoured works of the S.E.A. Write Award, or the Southeast Asian Writer Award judged on the basis of their originality, creativity, and contributions to society at large every three years. Some prominent Thai short stories have been translated into English by distinguished foreign translators in order to disseminate Thai literature, particularly Thai short stories to internationalization.

Main Purpose of the Study

From 1979 to 2020, the researcher has been interested in various types of literature or literary works of the Thai winners of the Southeast Asian Writers Awards or the S.E.A. Write Award translated into English by a lot of Thai and foreign translators. The researcher noticed that more than one foreign translator would translate the same short stories using both same and different translation strategies and same and different strategies used for dealing with translation problems. After that, the idea of analyzing such same and different strategies

used for dealing with translation problems of the foreign translators therefore arose. In the analysis, the researcher utilized the translation strategies used by professional translators of Mona Baker (2011), a well-known translation theorist.

Scope of the Study

The qualitative principle in this research is content analysis as a documentary research based on the comparison of two foreign translators and their two English versions in the same short story. The researcher selected the main short story in the collection of short stories titled ครอบครัวกลางถนน (MID-ROAD FAMILY) by Sila Khomchai, the Thai winner of the Southeast Asian Writers Awards or the S.E.A. Write Award in 1993. The main short story as the source language which has the same name as the collection of short stories titled ครอบครัวกลางถนน (MID-ROAD FAMILY) by Sila Khomchai was translated into English by a lot of Thai and foreign translators. Not only is this collection of short stories a bestseller, but it has also been printed more than 20 times since 1993. Moreover, it is a literary book that has been selected as an outside reading book for Thai students at the upper secondary level in many schools throughout Thailand. Even though it was translated into English by a lot of foreign translators, the researcher selected only 2 well-known ones.

To analyze problems of non-equivalence translation and translation strategies applied in the two foreign translators' translations within the two contexts of Thai-English translations, the researcher took the contexts separately sentence by sentence for 175 sentences in order to show the same and different translation strategies used for dealing with translation problems. The two English versions of the same Thai short story, which the researcher used in this research are: the one translated by Marcel Barang in 'CARAVAN THE MAGAZINE': Galleon Publishing in 1994 under the title 'A Traffic Wise Family' as the "Target Language 1" in this research and the one translated by Susan F. Kepner in 'VIRTUAL LOTUS: Modern Fiction of Southeast Asia': The University of Michigan Press in 2005 under the title 'The Family in the Street' as the "Target Language 2" in this research.

Table 1: Examples of the two English versions of the same Thai short story

Source Language	Target Language 1	Target Language 2
เหตุผลของการมีรถ ผมไม่ปฏิเสธ ว่าเพื่อเพิ่มฐานะ	I won't deny that one reason for having a car is to uphold our social status.	There are several reasons for owning a car. To be sure, owning a car elevates one's status; this, I do not deny.
ยิ่งเมื่อภรรยาจัดให้เกิดสิ่งอำนวยความสะดวก ความสะดวกดีขึ้น กลายเป็นบ้าน สำนักงานเคลื่อนที่	And since my wife has enhanced it with lots of amenities, it has become a kind of combined mobile house and office.	And with all the food, drink and other amenities my wife provides, it also is a roving office, and in a sense it is our rolling home.

Marcel Barang is French. He was born 1945, graduated MA in English Language and Literature, and was trained as a French, English and fine arts teacher, 24 years as a mostly freelance journalist, for the past 20 years as full-time translator of Thai literature into English and French. Previously, among other jobs, he was the founder and managing editor of 'MANAGER' (Thai fortnightly business magazine in English), the founder and managing editor of 'Thai Modern Classics', an author of 'The 20 Best Novels of Thailand', and a translation adviser, Ministry of Culture of Thailand.

In 2013 in *Bangkok Post*, he said, "Translation is a time-consuming, arduous and often thankless task. Literary translation also involves suppressing some natural impulses to interpret, edit and impose a personal style, while remaining in the background and allowing the tale to take root in another language." One problem in making Thai literature accessible to others around the world is the dearth of good literary translators. "A mistake made by amateur translators," he said, "is imposing their own style on a work. Even some professionals, to translate the 'genius of the language', add here or subtract there. But you have to be faithful to the text."

After having lived in Thailand for several years, Dr. Susan F. Kepner earned her PhD at the University of California, Berkeley and taught the Thai Language at the institute of Mainland Southeast Asian Cultures and Literature and Thai language. She continued to translate, write about, and teach modern Thai literature for many years. She is the translator of many Thai short stories and novels. She has published many translations of Thai literature and was the author of 'The Lioness in Bloom: Women in Modern Thai Literature' (Berkeley:

University of California Press, 1996). Dr. Kepner retired from UC Berkeley in 2009 and is currently writing a memoir entitled 'How All Things are True: Seven Years in Southeast Asia'.

Conceptions of Translation

Translation is the process of replacing textual material in a source language by equivalent textual material in a target language. Therefore, translating consists of reproducing the closest natural equivalence of the source language text in the receptor language, firstly in terms of meaning and secondly in terms of style.

A good translation is imperative to have some criteria: easily understood, fluent and smooth, using expressions that are natural to a native speaker, conveying the literary quality of being subtle of the original, distinguishing between the characteristic of metaphor and the literal, reconstructing the cultural or historical context of the original, making explicit what is implicit in abbreviations and in an expression designed to call something to mind without mentioning it explicitly, conveying the meaning of the original text.

Consequently, a good translation is compulsory to have the following main principles: the knowledge of the grammar of the source language plus the knowledge of the vocabulary, as well as good understanding of the text, the ability of the translator to reconstruct the source-language text into the target language, and the good understanding of the style or atmosphere of the original text.

Kinds of Translation

According to Larson (1998: 15), translation is classified into two main types, namely form-based translation and meaning-based translation.

Forms-based translation attempts to follow the form of the source language, and it is known as literal translation, while meaning-based translation makes every effort to communicate the meaning of the source language text in the natural forms of the receptor language. Such translation is called idiomatic translation. The literal translation can be understood if the general grammatical form of the two languages is similar. Idiomatic translations use the natural forms of the receptor language both in the grammatical constructions and in the choices of lexical items. A truly idiomatic translation does not sound like translation. It sounds like it was written originally in the receptor language. Therefore, a good translator will try to translate idiomatically.

Reliability of a Translator

Translation reliability means that the translator has the quality of being able to be trusted or believed because of translating well. Literalism, the interpretation of words in his or her usual or most basic sense, is one type of reliability that the translation follows the original word for word, or as close to that ideal as possible. The syntactic structure of the source text is painfully evident in the translation. The text is not the only important element of reliability for the user; the translator too must be reliable. (Robinson, 2005: 10-11)

According to reliability with regard to the text, the translator is meticulous in his or her attention to the contextual and collocational difference in meaning or expression of each word and phrase he or she uses. The translator checks his or her work closely, and if there is any doubt (as when he or she translates into a foreign language) has a translation checked by an expert before delivery to the client. (Robinson, 2005: 12)

Culture and Translation

Translation, an act of communication across cultures, is one of the major means of constructing representations of other cultures. Translation always involves both different languages and different cultures simply because the two cannot be neatly separated. Language is culturally embedded: it serves to express and shape cultural reality, and the meanings of linguistic units can only be understood when considered together with the cultural contexts in which they arise, and in which they are used. In translation, therefore, not only two languages but also two cultures invariably come into contact. In this sense, then, translation is a form of intercultural communication.

Culture and translation are intimately connected. Meanings in both source and target languages are profoundly affected by their cultural context. Therefore, culture, language and translation are closely linked with each other. Translation activities originate from the exchanges between cultures, and the essence of them is intercultural communication or the interrelationship between cultures. In translation process, what the translator does is not only the conversion between languages, but also the communication between languages. Therefore, translation concerns the exchange and communication between cultures.

The translator is not the sender of the source-text message but a text producer in the target culture who adopts somebody else's intention in order to produce a communicative instrument for the target culture, or a target-culture document of a source-culture communication (Nord, 1991: 11). The translator has not only a bilingual ability but

also a bi-cultural vision. Translators mediate between cultures, seeking to overcome any incompatibility which obstructs transfer of meaning. What has value as a sign in one cultural community may be devoid of significance in another and it is the translator who is uniquely placed to identify the disparity and seek to resolve it (Hatim & Mason, 1997: 223-224).

For every translated sentence, the translator must be able to decide on the importance of its cultural context, what the phrase really means, not necessarily what it literally means, and convey that meaning in a way which makes sense not only in the target language but also in the context of the target culture (Schaeffer, 2015). How does one generate a target-text series for a source text if one does not have some knowledge of the two languages and their textual conventions? Or without the cultural knowledge required to make an informed choice of target text? (Kelly, 2007: 135)

Translation Problems

Mona Baker (2011: 9) mentioned translation problems arising from lack of equivalence at word level. Non-equivalence at word level means that the target language has no direct equivalent for a word which occurs in the source text. The word is the smallest unit of language that has individual meaning and can be used by itself. For the word in different languages, a translation problem can occur from the problem of non-equivalence at word level. She suggested that there is no one-to-one correspondence between orthographic words and elements of meaning within or across languages. In addition, lexical meaning, the most outstanding individual property of the word, makes every word different from any other word. According to Baker (2011: 18-22), there are 11 common problems of non-equivalence at word level illustrated as follows:

1. The target language has no culture-specific concepts.

The source language word may express a concept totally unknown in the target culture. According to Larson (1998: 179), one of the most difficult problems facing a translator is how to find lexical equivalents for objects and events not known in the receptor culture and, therefore, there is no word or phrase in the receptor language which is easily available for the translation.

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

The source language word may express a concept known in the target culture but simply not lexicalized, which is not 'allocated' a target language word to express it. Larson (1998: 97) suggested that the mismatching between the lexical items of two languages is the

challenge for the translator who must find the best way to communicate the meaning of the source language in a receptor language which is often very different in its lexical inventory and different in how that inventory is grouped and divided.

3. The source language word is semantically complex.

A single word consisting of a single morpheme can sometimes express a more complex set of meanings than a whole sentence. According to Larson (1998: 109), some meanings in common may be contrasted; whole semantic sets may be contrasted. In other words, a single word may have various senses, and these senses are signaled by the context.

4. The source and target language make different distinctions in meaning.

The target language may make more or fewer distinctions in meaning than the source language. According to Larson (1998: 201), one of the major causes of translation error on the lexical level, when translating into related languages, is words in the source language looking very much like words in the receptor language because they are cognate with them, but in fact mean something different.

5. The target language lacks a superordinate.

A superordinate is a word with a general meaning that has basically the same meaning of a more specific word. For example, *dog* is a superordinate, while *collie* and *chihuahua* are more specific subordinate terms. The superordinate tends to be a basic-level category used by speakers with high frequency (Nordquist, 2019). The target language may have specific words (hyponyms) but no general word (superordinate) to head the semantic field.

6. The target language lacks a specific term (hyponym).

In linguistics and lexicography, hyponym is a term used to designate a particular member of a broader class. For instance, *daisy* and *rose* are hyponyms of *flower*. They are also called a subtype or a subordinate term (Nordquist, 2019). Languages tend to have general words (superordinate) but lack specific ones (hyponyms), since each language makes only those distinctions in meaning which seem relevant to its particular environment.

7. There may be differences in physical or interpersonal perspective.

Physical perspective may be of more importance in one language than it is in another. Physical or interpersonal perspective refers to the circumstance where things or human beings interact or are in relation to one another or to a place, as expressed in pairs of words, e.g. *come/go*, *take/bring*, *arrival/depart*.

8. There may be differences in expressive meaning.

There may be a target language word which has the same propositional meaning as the source language word, but it may have a different expressive meaning. If the target language equivalent is neutral compared to the source language item, the translator can sometimes add the evaluative element or expressive meaning by means of a modifier or adverb if necessary, or by building it in somewhere else in the text. Larson (1998: 229) suggested that the matter of how a complex concept is to be translated must be considered carefully so as not to distort the meaning of the proposition in which it occurs. There is not a one-to-one correspondence between the number of propositions and the number of sentences in the grammatical form of the source language.

9. There may be differences in form.

One form may express a variety of meaning. On the other hand, another characteristic of languages is that a single meaning may be expressed in a variety of forms. (Larson, 1998: 9) However, there is often no equivalent in the target language for a particular form in the source language. Certain *suffixes* and *prefixes* which convey propositional, and other types of meaning in English often have no direct equivalents in other languages (Baker, 2011: 21).

10. There may be differences in using specific forms.

Even when a particular form does have a ready equivalent in the target language, there may be a difference in the frequency with which it is used for the purpose for which it is used. For instance, English uses the continuous *-ing* form for binding clauses much more frequently than other languages which have equivalents for it.

11. Loanwords are used in the source language.

A loanword, a consequence of cultural contact between two language communities, can also be called a 'borrowing'. The abstract noun 'borrowing' refers to the process of speakers adopting words from the speakers of a source language into their native language (Kemmer, 2020). Therefore, the use of loanwords in the source language poses a special problem in translation.

The non-equivalence in translation is due above all by the cultural barriers that influence our lives. The work of the translators starts with the reading of the source language; they have to study the lexicon, grammatical structure, communicative intention of the writer, and of course cultural context which are developed the source language, in order to identify the best translation strategy able to express the original intention.

Translation Strategies

Mona Baker (2011: 23-47) investigated eight translation strategies which have been used by professional translators to cope with various types of non-equivalence at word level while doing a translation task according to her perspective as follows:

1. Translation by a more general word (superordinate)

Using a more general word is one of the commonest strategies for dealing with many types of non-equivalence, particularly in the area of meaning of a statement that expresses a judgment or opinion. It is the use of a general word (superordinate) to overcome a relative lack of specificity in the target language compared to the source language.

2. Translation by a more neutral or less expressive word

Expressive words are used to convey meaning and messages to others. A translator may use a more neutral or less expressive word to avoid the author's personal feelings that may reflect on the text.

3. Translation by cultural substitution

Using cultural substitution involves replacing a culture-specific item or expression with a target-language item which does not have the same meaning of a statement that expresses a judgment or opinion but is likely to have a similar impact on the target reader, for instance by bringing or recalling a similar context to the conscious mind in the target culture. This strategy makes the translated text more natural, more understandable and more familiar to the target reader.

4. Translation using a loanword with an explanation

This strategy is particularly common in dealing with culture-specific items, modern concepts, and items of jargon, which is fashionable at a particular time or in a particular context. It is the simplest strategy of translation that means using source language terms in the target text. Following the loanword with an explanation is very useful when the word in question is repeated several times in the text. The loanword can be used on its own; the reader can understand it and is not distracted by further lengthy explanations.

5. Translation by paraphrase using a related word

Expressing the meaning of the author or something written using different words, particularly to achieve greater clarity is used when the concept expressed by the source language is lexicalized in the target language but in a different form, and when the frequency with which a certain form is used in the source text is significantly higher than it will be natural in the target language.

6. Translation by paraphrase using an unrelated word

If the concept expressed by the source language is not lexicalized at all in the target language, the paraphrase strategy can still be used in some contexts. Instead of a related word, the paraphrase may be based on modifying a superordinate or making clear the meaning of the source language, particularly if the context in question is semantically complex.

7. Translation by omission

Someone or something having been left out or excluded may sound rather likely to have a strong effect, but in fact it does no harm to omit translating a word or expression in some contexts. If the meaning conveyed by a particular context or expression is not vital enough to the development of the context to justify distracting the reader with lengthy explanations, translators can often do simply omit unimportant and unnecessary information, which may distract the target reader but at the same time does not disturb the coherence of the translation.

8. Translation by illustration

Using illustration is a useful option if the word which lacks an equivalent in the target language refers to a physical identity which can be illustrated, particularly in order to avoid over-explanation and to be concise and to the point.

Results of the Study

Table 2: Comparison of the results of the study

Target Language 1		Target Language 2	
4 problems of non-equivalence translation	4 translation strategies	4 problems of non-equivalence translation	4 translation strategies
The target language has no culture-specific concepts.	Translation by a more general word (superordinate)	The target language has no culture-specific concepts.	Translation by a more general word (superordinate)
The source language concept is not lexicalized in the target language.	Translation by paraphrase using an unrelated word	The source language concept is not lexicalized in the target language.	Translation by paraphrase using a related word
The target language lacks a specific term (hyponym).	Translation by omission	The target language lacks a specific term (hyponym).	Translation by omission

Target Language 1		Target Language 2	
4 problems of non-equivalence translation	4 translation strategies	4 problems of non-equivalence translation	4 translation strategies
Loanwords are used in the source language.	-	Loanwords are used in the source language.	Translation using a loanword with an explanation

The analysis showed that in Target Language 1 (the short story under the title ‘A Traffic Wise Family’ translated by Marcel Barang) and in Target Language 2 (the short story under the title ‘The Family in the Street’ translated by Susan F. Kepner), 4 problems of non-equivalence translation were: the target language has no culture-specific concepts, the source language concept is not lexicalized in the target language, the target language lacks a specific term (hyponym), and loanwords are used in the source language.

Table 3: Examples of the problems of non-equivalence translation

The target language has no culture-specific concepts.			
Source Language	Target Language 1	Source Language	Target Language 2
รถจอดเยื้องทางซ้าย ด้านหลัง หนุ่มสาวยังไม่ พ้นวัยเรียนทยอกล้อจี้จำ แบบหมาหยอกไก่	In the car stuck across the left lane behind us, a student couple were going at each other like boisterous puppies .	ถนนกรุงเทพฯ รดยังคง ติดเป็นตังเมตามปกติ	The streets of Bangkok are as thick as molasses today, as they are every day.
The source language concept is not lexicalized in the target language.			
Source Language	Target Language 1	Source Language	Target Language 2
อย่างนั้วันนี้เป็น เจ้าของเครื่องดื่มใหม่ ‘ สาคู-แคน ’ พร้อมให้เราเข้าไปช่วยสนับสนุนในแผนการตลาด	Our customer today is launching a new beverage, canned bootleg , and he wants us to present him with a complete marketing strategy.	“ นา...นช... ” เธอว่า พลาจลากกระโถนจากหลังรถ วางลงบนที่วางเท้า ถกกระโปรงขึ้น รูดตัวลงไปได้พวงมาลัย	“ Naa...naa...don’t ask, ” she giggles, taking the spittoon from the back seat and placing it on the floor, for its real purpose.

The target language lacks a specific term (hyponym).			
Source Language	Target Language 1	Source Language	Target Language 2
เบาะหลังรถยังมีตะกร้า อาหารประเภทฟาสต์ฟู้ด ถังน้ำแข็งแช่เครื่องดื่ม ของขบเคี้ยว ขนมมนม เนย กระทิงมะขามอ่อน มะยม กระจุกเกลือ รวมถึงถุงพลาสติกใส่ ขยะ กระโถน	On the back seat of our car, she keeps a basket full of fast- food items, an icebox to chill drinks, some snacks and sweets, including tamarind seeds and star gooseberries, a saltshaker together with a plastic trash bag, a spittoon.	สัมผัสแสงทองยามอรุณ สูดอากาศสด ยืดเส้นยืด สายออกกำลังกายบริการลีลา แชมบัว อาบน้ำสระผม กินนมสดไขลวก 2 ฟอง	I greeted the caress of the sun, sucked in the fresh air of morning, and stretched my muscles with a few samba steps. I showered and washed my hair and consumed two fresh eggs and a glass of milk.
Loanwords are used in the source language.			
Source Language	Target Language 1	Source Language	Target Language 2
นั่นหมายความว่า ผม ต้องช่วยเจ้านายอธิบาย รายละเอียดแผนงาน อย่างที่เรียกติดปากว่า “พรีเซนต์”	It means that I have to help my boss explain our planning in detail – make a presentation , as we say – and be persuasive enough to convince our customer and win him over.	ทั้งที่ตอนเรียนมัธยม ผม เคยเป็นนักฟุตบอลของ โรงเรียน ครูจับให้เล่น ฮาล์ฟ อย่างที่เรียกว่ามิด ฟิลด์ปัจจุบัน แถมเป็น ประเภทไดนาโมวิ่งได้ไม่ รู้เหนื่อย	I, who as a lad was such a strong footballer, chosen by the coach to play half (or midfield, as they say nowadays), a dy-na-mo who could run on and on, ignorant of the very idea of fatigue.

Meanwhile, in Target Language 1 (the short story under the title ‘A Traffic Wise Family’ translated by Marcel Barang), 3 translation strategies used to cope with non-equivalence at word level were: translation by a more general word (superordinate), translation by paraphrase using a related word, and translation by omission. In Target Language 2 (the short story under the title ‘The Family in the Street’ translated by Susan F.

Kepner), 4 translation strategies used to cope with non-equivalence at word level were: translation by a more general word (superordinate), translation by paraphrase using a related word, translation by omission, and translation using a loanword with an explanation.

Table 4: Examples of the translation strategies used to cope with non-equivalence at word level

Translation by a more general word (superordinate)			
Source Language	Target Language 1	Source Language	Target Language 2
บรรยากาศคล้ายยามเช้าตรู่ในหมู่บ้านจัดสรร ผู้คนนิยมตื่นเช้าออกกำลังกายตามสมัยนิยม ผมรู้สึกว่าเขาเป็นเพื่อนบ้านละแวกเดียวกัน	The atmosphere is like early morning in a housing estate, where people get up early to exercise as is the fashion these days.	เบาะหลังรถยังมีตะกร้าอาหารประเภทฟาสต์ฟู้ด ถังน้ำแข็งแช่เครื่องดื่ม ของขบเคี้ยว ขนมนมเนย กระทั่งมะขามอ่อน มะยม ...	In the back seat of our automobile she has always ready a basket of fast food, a cooler full of iced drinks, an assortment of salty and sweet snacks , green tamarind, star gooseberries, ...
Translation by paraphrase using a related word			
Source Language	Target Language 1	Source Language	Target Language 2
ร่างกายเริ่มอุทธรณ์ว่าสู้ไม่ไหว การต้องยืนเบียดเสียดเหยียดหยัดห้อย โหนรถเมล์ครั้งละ 3-4 ชั่วโมง กระเถิบทีละศอกละวาอยู่กลางความร้อนเรา	Our bodies have begun to protest that they can't stand being left dangling three to four hours at a time in a crowded bus inching forward in the sweltering heat.	ภรรยาของผมแสน รอบคอบ	My wife is a thorough and wonderfully organized woman.
Translation by omission			
Source Language	Target Language 1	Source Language	Target Language 2
“แน่...พิลึก คนขี้โกง”	“Hey! That's unfair, stop cheating!”	กิจกรรมแห่งครอบครัวที่มีองค์ประกอบและจังหวะจะโคน เป็นบทเพลงแสนสุข	The life of a family by nature has a rhythm; it is a happy song.

Translation using a loanword with an explanation			
Source Language	Target Language 1	Source Language	Target Language 2
-	-	ตั้งลำบนถนนวิภาวดีตรงสะพานเจ็ดชั่วโคตรมุ่งหน้าเข้ากรุงเทพฯ	... , then get onto Vipavadi Rangsit Highway at the Jetchuakhot Bridge (which means “seven generations” bridge – the length of time it took to build it), and keep going.

Conclusion

Translation, a cross-cultural activity, can be seen as a process. The source language consists of cultural context and situational context. In the translation process, meaning is analyzed and discovered. After being discovered, the meaning is transferred into another language or the receptor language. Then, the meaning is re-expressed by the translator based on the receptor language. The source language is expressed in re-expressed text, lexicon, and grammar structure according to the receptor language. (Larson, 1998: 3)

Literary translation is the translation of literary works (novels, short stories, plays, poems, etc.). Recreative translation is possible, but “interpret the sense, not the words” is the translator’s last alternative. The modern literary translator continually pursue what is to them natural and used in ordinary, familiar, or informal conversation more than the original. However, his or her expressions that are natural to a native speaker may be in obvious contrast with a neutral original.

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