การศึกษาเรื่อง รูปแบบและกลวิธีในการแปลนิตยสาร JIB JIB ของสายการบิน นกแอร์

Analysis of Translation Methods and Strategies in Jib Jib Nok Air In – Flight Magazine

นางสาวมลสวรรค์ กาวี
อาจารย์ที่ปรึกษาหลัก อาจารย์ ดร.ณัฏฐพล สันธิ
อาจารย์ที่ปรึกษาร่วม ผู้ช่วยศาสตราจารย์ ดร.ศรชัย มุ่งไธสง

หลักสูตร ศิลปศาสตรมหาบัณฑิต สาขาวิชา ภาษาอังกฤษ
มหาวิทยาลัยราชภัฏเชียงราย ตำบลบ้านดู่ อำเภอเมือง จังหวัดเชียงราย

บทคัดย่อ

วิทยานิพนธ์ฉบับนี้เป็นการศึกษารูปแบบและกลวิธีการแปลบทความ ในนิตยสาร สายการบินนกแอร์ สายการบินในประเทศไทย มีวัตถุประสงค์เพื่อวิเคราะห์รูปแบบและกลวิธีการแปลในคอลัมน์ My Journey ทั้งหมดจำนวน 6 ฉบับ ในปี 2557 โดยมุ่งเน้นศึกษารูปแบบและกลวิธีการแปล จากภาษาไทยเป็นภาษาอังกฤษ โดยใช้ทฤษฎีแนวคิดของสัญฉวี สายบัว (1995) สองรูปแบบและเก้ากลวิธีการแปล

ผลการศึกษาพบว่า ผู้แปลใช้รูปแบบและกลวิธีในการแปลตามแนวคิดของสัญฉวี สายบัว (1995) ทั้งหมด สองรูปแบบและแปดกลวิธีซึ่งเรียงจากมากไปหาน้อยตามลำดับดังนี้ การแปลแบบตรงตัว (65.71%) การแปลแบบเอาความ (34.29%) การแปลแบบโครงสร้างของประโยค (47.37%) การแปลแบบการละคำ (41.93%) การแปบแบบสรุปความ (36.84%) การแปลโดยการใช้คำเพื่อแทนความหมาย (25.81%) การแปลโดยการใช้โครงสร้างของคำ (15.79%) การแปลโดยการใช้วลีในการแทนความหมายของคำ (12.90%) การแปลโดยการเพิ่มคำอธิบายและการแปลโดยการเพิ่มคำสันธาน (9.68%) ส่วนการแปลโดยการใช้เสียงในการอธิบาย ไม่ปรากฏในการศึกษาครั้งนี้
ในการศึกษาครั้งนี้จะเห็นได้ว่าผู้แปลต้องมีความรู้และความเข้าใจในด้านการใช้รูปแบบและกลวิธีในการแปลภาษารวมถึงในเรื่องของวัฒนธรรมทางภาษาเพื่อให้เกิดประสิทธิภาพในการแปลความของนิตยสารสายการบิน

คำสำคัญ : ภาษาต้นทาง, ภาษาปลายทาง, รูปแบบ, กลวิธี, นิตยสาร

Abstract

This study aimed to analyze translation methods and strategies of Nok Air In –Flight magazine which is a magazine of a Thai airline provider. The chosen column was “MY JOURNEY” in Jib Jib In – Flight magazine for the period of the first six months in 2014. Translation theories proposed by Saibua (1995 : unpaged) were used as a framework for the analysis of translation methods and strategies. The main purpose was to analyze the translation methods and strategies in translating from Thai to English, based on Saibua’s (1995 : 176-200) two methods and nine strategies. The data analyzed by percentage.

The finding of the study revealed that the two methods and eight strategies of Saibua’s (1995 : 176-200) theories were used. The most frequent translation method employed was translated by using Literal Translation (65.71%), followed by Free Translation method (34.29%). For the translation strategies, the results showed that the most frequently used translation strategy was Structure of Sentences (47.37%), translation by Omitting Words or Phrases (41.93%), translation by Paragraph and Written Style (36.84%), translation by

Using Words referring to general meaning (25.81%), translation by using Structure of Words (15.79%), translation by Using Phrases or Sentences to substitute a word (12.90%), translation by Adding Explanation and Adding Conjunction (9.68%) and the strategy of translation by Sound at Syntactic Level was not found in this study. According to the result, translators should be an expert in the translation methods and strategies required for quality translation.

Keywords : SL, TL, Methods, Strategies, In – Flight Magazine

Rationale and Significance of the Problem

At present, reading plays an important role as a way to obtain knowledge. Reading is not limited to only textbooks. Reading may entertain readers at the same time, for example, magazines.

Magazines have been a popular media for a long time and have been influencing to the readers. In Thailand, the numbers of readers interested in foreign magazines have been increasing. Some readers are good at the foreign language, especially English, while some want to learn the language via magazines. Some may want to obtain information from foreign magazine, but cannot understand all the details because of the language barrier. In the meantime, translation has become popular and useful for Thai readers, since translating English magazines into Thai makes them easier to understand. (Sarothai, 2004 : 1)

Translation is a process of language that transfers one language to another by the equivalence of meaning and form. Saibua (1995 : 1) mentions that translation is closely concerned with conveying meaning, language and communication. In other words, translation is transferring meaning from a source language to a target language. Meaning is the main aim of translation. Language translation helps people understand the information. In fact, translation is not only the meaning, but translating also presents the culture portrayed in the article. Consequently, translation is a complex conceptual process which requires the accuracy of content, the clarification of text and the naturalness of style to serve the needs of readers. In order to translate messages from one language to another language, translators need to have knowledge of both languages to make the readers understand clearly. (Sarothai, 2004:4)

In an education process, reading plays an important role as a way to obtain knowledge both inside and outside of the classroom. Most people, including students, usually read some kind of texts in their everyday life. This gives a good chance to Thai readers to increase their world view and to learn from our own language. Before that, many Thai readers liked to read and experience world stories through the magazines but many of them faces the problem of the English language. They are poor in English, so they cannot understand the useful information from the magazines. Printing the magazine in Thai can lessen the language barrier. Larger numbers of Thai readers are certain to read the magazine in its Thai version. (Sarothai, 2004 : 1)

Baker (1992 : 21-26) mentions that there are strategies used for dealing with various types of non – equivalence, as follows: Translation by more general word (superordinate), translation by a more neutral/ less expressive word, translation by cultural substitution, translation by using a loan word or loan word plus explanation, translation by paraphrase using a related word, translation by paraphrase using unrelated word, translation by omission, translation by illustration. These translation strategies can be the way to solve problems that occur in the process of translation.

At present, In- Flight Magazine is one of materials that is very important to use for advertisement

by airline businesses, and expresses the identity, including the development for the international standard language translation. Nok Air In – Flight Magazine is a magazine of a Thai airline that the research is interested in analyzing the translation methods and strategies, used in the magazine. The magazine is bilingual in English and Thai language. Nok Air strives to be the number one choice among low fare airlines in Thailand, providing customers true satisfaction through affordability, reliability, convenience, innovation and care. The trademark "Nok Air" was first established on 10 February 2004 under the company sky Asia Co., Ltd. The name "Nok Air" is simple and easily to recognize by people. "Nok Air" meaning "bird" in Thai language, symbolizes friendship and freedom to travel, or "fly everywhere". Yellow was chosen as the airline colour as it also symbolizes warmth and friendship in our Thai culture. Nok Air's major hub is at Don Mueang International Airport and secondary hub is in Chiang Mai International airport. On 16 January 2006, the Company name was changed to Nok Airlines Co., Ltd. The Company was transformed to public company as a preparation to be listed as a company in Stock Exchange of Thailand (SET). The name "Nok Airlines Public Company Limited" was effective since 18 January 2013. Nok Air has 455 flights per week (As of 30 July 2014). (Nokair, 2014 : unpaged) Jib Jib Nok Air In – Flight magazine is very interesting to study the translation analysis, it is different from other airline event it's a mini Thai airlines but still develop the language used to be standard and being the most popular of Thai airlines. According to the columns, the interviewees are different; they are both Thai and foreigners and the quantity between source language and target language are quite different. So it will be an important thing for the researcher to study and analyze the translation of this magazine.

However, the column chosen is "MY JOURNEY" for the first six months of 2014. The details talk about places of travelling by several famous people both Thai and foreigners. The interviewers were translated from Thai language to English language. The details are very interesting as the translation style, but it might confuse readers when they read the columns because of the translation problems from source language to target language.

Objective of the study

The main objective of this study is to analyze the methods and strategies of translation in "MY JOURNEY" columns in JIB JIB Nok Air In – Flight Magazine, based on Saibua's theories.

Significance of the study

The finding of this study is expected to be beneficial as follows:

1. It is expected that this study will be worthwhile for anyone who is interested in translation by adapting or applying these methods and strategies when they translate a magazine or any textbook.

2. Other translators can make use of this study as a guideline to solve problems they find when translating, or to improve their works.

3. In – Flight Magazine, may be useful to those who are interested in translation. This case study may be of some help for translation courses.

4. It can be used as a secondary source for other researchers, to study translation in a specific field, and to do further research related to documentary translation.

5. Finally, it is expected that this study may be worthwhile for anyone even those who have a chance to read only some parts of the study.

Scope of the study

1. The purpose of this study is to analyze the methods and strategies of translation used in translating in JIB JIB Nok Air In – Flight Magazine. The chosen columns are "MY JOURNEY" for a period of six months in 2014.

2. Translation theories proposed by Saibua (1995 : 176-200) is used to as the framework for the analysis of methods and strategies in the translation.

Methodology

Research design

This study is a qualitative research using content analysis as an instrument to study translation methods and strategies used. The chosen columns are "My Journey" in JIB JIB Nok Air In- flight magazine. The character of this study is a descriptive analysis, based on Saibua's methods and strategies of translation used as framework for the study.

Data Collection

For this study the researcher conducted data collection in two parts

1. Data Gathering

1.1 The researcher studied methods and strategies of translation that were related to this Study from Saibua (1995 : 176-200) and collected data from magazines, books, articles, and related researches.

1.2 Read through the original Thai language and English translation of the article from the magazine after that collected data for analysing translation strategies.

1.3 Examined the collected data using Saibua's (1995 : 176-200) framework to analyse for menthods and strategies of translation. The framework of the analysis as follows.

2. Methods of Translation

There are 2 types of translation methods which are Literal translation and Free Translation.

2.1 Literal Translation: This type of translation remains close to the source language form as much as possible. Form in the context is the order of words, meanings and sentences.

2.2 Free Translation: It is the process of transferring the information to the target language but the form transferred to the target language differs from the form of the source language. Form in the context is the order of meaning between source language and target language is also different.

3. Strategies of Translation

There are 2 types of Strategies : Lexical level and Syntactic Level

3.1 Lexical level: Refers to the strategy will used when there is no word or idiom in translated text that is equivalent to source language.

- Adding explanation: is when the translator adds the explanation both in text and at the footnote are allowed.

- Using phrases or sentences to substitute a word: Phrases and sentences will be used when there is no equivalent word in the target language.

- Using words referring to general meaning: If there is no equivalent word in the target language, a word that covers the general meaning should be used instead.

- Adding conjunction: The structure of each language is different, so adding conjunctions is employed to show the relationship of the meaning.

- Omitting words or phrases: This should be done with care, cutting as few words as possible, to retain the whole meaning.

3.2 Syntactic Level: This type aims at harmonizing the translated text. This strategy can be divided into four sub-levels as follows:

- Sound: This is best known as transliteration. The sound can be used as a word in the target language.

- Structure of words: Differences in parts of speech, gender, number, and tense between the

source and the target language should be modified in appropriate way.

- Structure of sentences: When the sentence structures in the target language is not similar to the source language structures, rearranging word order, changing sentences to phrases and vice versa, modifying negative sentences, modifying active and passive voices and adding or cutting words in the sentence are employed.

- Paragraph and Written style: After modifying words and sentences, the paragraph and the writing style are also harmonized to complete the translated text.

4. Classification and analysis of data

Analyzed translation methods and strategies of the translation by considering their meaning in the text compared to the English translation based on Saibua's theories.

Research procedures

Stages of production and verification of instrument's quality used in this data analysis of methods and strategies of translation in In-flight magazine are as follows:

1. Analyse documents, principles, concepts, theories and related researches in strategies of translation and contents of the In –Flight magazine "My Journey" column in JIB JIB In- Flight magazine.

2. Define the translation objectives and choose methods and strategies of translation. 3 . Design methods and strategies of translation form and present to advisor to check reliability and validity.

4. Improve analysis form and submit to professor to check Face Validity in terms of methods and strategies of translation then get feedback from professor.

5. Edit analysis form and present to advisor for examination.

6. Use this analysis form to examine the original Thai language and English translation "My Journey" column by comparing sentence – by – sentence in order to gather information about translation methods and strategies.

7. Re- check analysis form after collecting data in the research.

Data Analysis

This study analyses the translation methods and strategies of translation used in "My Journey" column of JIB JIB In- Flight magazine magazine by Nok Air Thai Airline. The column is translated from Thai to English. Saibua (1995 : 176-200)'s theories were used in this study. The translation methods and strategies emerged were then classified into types. However, the translation analysis focused only on Thai - English stories. From the analysis, the characteristic of the stories were Literal Translation and Free Translation methods according to Saibua (1995 : 176-200)'s theories. The analyses are as follows:

1. The analysis of Translation methods based on the methods of translation theory by Saibua (1995 : 176-200) two characteristics were found: Literal Translation and Free Translation.

Table 1 Frequency and percentage of each methods of translation

Translation Methods	Frequency	Percentage
Literal Translation	23	65.71
Free Translation	12	34.29
total	35	100.00

2. The Analysis of Translation strategies based on the strategies of translation theory by Saibua (1995 : 176-200), the analysis found the following strategies.

2.1 Lexical Level

Table 2 Frequency and percentage of each strategies of translation

No.	Lexical Level	Frequency	Percentage
1.	Adding Explanation	3	9.68
2.	Using Phrases or Sentences to substitute a word	4	12.90
3.	Using Words referring to general meaning	8	25.81
4.	Adding Conjunction	3	9.68
5.	Omitting Words or Phrases	13	41.93
Total		31	100.00

2.2 Syntactic Level

Table 3 Frequency and percentage of each strategies of translation

No.	Syntactic Level	Frequency	Percentage
1.	Structure of Words	3	15.79
2.	Structure of Sentences	9	47.37
3.	Paragraph and Written Style	7	36.84
Total		19	100.00

Summary and Discussion

This study was an attempt to apply Saibua's (1995 : 176-200) theoretical framework of translation methods and strategies in analyzing "My Journey" column of JIB JIB Nok Air In- Flight magazine from Thai to English. The research aimed to find the frequency of each translation strategy used in translating "My Journey". Plausible explanations for the methods and strategies used in translating the text are given below.

Firstly, the methods and strategies of translation were grouped based on Saibua's (1995:176-200) there are two types of methods: Literal Translation and Free Translation. There are two types of strategies and 9 sub-strategies : at the Lexical Level are adding explanation, using phrases or sentences to substitute a word, using words referring to general meaning, adding conjunction, omitting words or phrases. At the Syntactic Level consisted of sound, structure of words, structure of sentences, and paragraph and written style

From the data analysis, 35 terms were found. The largest category was Literal Translation method (23 : 65.71%) and the fewest was Free Translation methods (12 : 34.29%)

For the translation strategies, the results show that the most frequent translation strategy used in Lexical Level was by Omitting Words or Phrases (41.93%), followed by Using Words referring to general meaning (25.81%), translation by Using Phrases or Sentences to substitute a word (12.90%), Adding Explanation and Adding Conjunction (9.68%). For the Syntactic Level the result are: the most frequent strategy was Structure of Sentences (47.37), followed by Paragraph and Written Style (36.84), Structure of Word (15.79), and the strategy of translation by Sound was not found in this study.

Discussion

The results of the study showed that the translator used various strategies to translate the texts. The differences between the source and the target languages caused some non-equivalence in the translation, and the translator had to find appropriate translation strategies to overcome then translation problems.

According to the frequency of each translation method and strategy, the method of translation used the most was Literal Translation. It was used for the

purpose close to remains close to the source language form, as much as possible. In the context, the order of words, meanings and sentences, were the most frequently used strategies in this study (65.71%). The result of this study coincides with Sarothai (2004). Interestingly, Sarothai (2004) also found in her study in that Literal Translation method was used as the most frequently (70%).

Another method used was Free Translation that the form transfer to target language differs from the form of the source language. The order of meaning between source language and target language was used the fewest in this study (34.29%) and that also coincides with Sarothai (2004) as she found in her study that it was less used (8%).

The strategy of translation in Lexical Level with Omitting Words or Phrases was also used as the most frequent strategy in this study (41.93%) that for the text should be done with care, by cutting as few as possible. The result of this study coincides with Suwanmongkol (2011) also found translation by Omitting Words in her study to be less used (0.75%). On the contrary, the work of Banyatawee (2011) found that the translator used five strategies in translation of the American Pie movie's transcription. Scene 1 were translated using strategies of by omission, paraphrase by using unrelated words, paraphrase by using a related word, translation by using cultural substitution and translation by using loan words including explanations and her study does not show the results in percentage.

Interestingly, this study has the same strategies with that of Suwanmongkol's research (2011) that is Omitting Words but yielding different result. Sarothai (2004) analyzed strategies used in documentary translation for National Geographic Magazine and found that rearranging word order was the most frequently used (22%) while the strategies of changing sentences to phrases and vice versa, and modifying negative sentences into affirmative sentences were used less frequently (2%).

According to the result of this study, the translator of "My Journey" in In – Flight magazine is mostly used the Saibua's methods and strategies theories because it covers and complete process for translation. The researcher found that there are two methods and nine strategies of Saibua that different from other theorist's. Other theorists classify the translation theory differently, depending on each one's principle. According to the Thai theories, both Supon and Saibua agreed that translation can be classified roughly into two main points i.e. Literal Translation and Free Translation. In addition, Supon (1998) adds two kinds of translation created from the character of source language text. For Larson (198) and Newmark (1998), the translation theories are different because the former emphasizes form – based and meaning – based methods whereas the emphasizes source language and target language.

Lastly, various number of strategies was introduce. However, to create quality works, more than one strategy is definitely involved in translating a text. Therefore, good translators have to judge which strategy is best in the translation to achieve effective translation.

Recommendation for Application

The novice can use this study as guideline in translation. The finding also help interested translators to be aware of translation problems since there are many differences between the source language and the target language when translating a text, such as methods and strategies translating. Learning the strategies of translation from reading magazine is useful for all learners, in term of linguistic knowledge, culture, language educators, and translation learners. Moreover, the result of the study, the translation strategies, can be applied in classroom activity will enhance students' interest. Therefore the learners,

especially adults, are able to improve their knowledge of English regarding both formal and informal language and skills such as reading, and writing, also we can use the language to improve technology.

Recommendation for Further study

In this study, the methods and strategies of translation were analyzed. It would be interesting to study other translation works of the same author to observe if the strategies used in translation remain the same. This translation analysis emphasized only the methods and strategies in Nok Air In – Flight magazine according to Saibua's (1995 : unpaged) theories. It will also be interesting to analyze the writing style of the other airline's magazine and also compare other airline's magazine to explore the writing field.

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