กลวิธีการแปลชื่อภาพยนตร์ที่ได้รับการเสนอชื่อเข้าชิงรางวัลออสการ์ สาขาภาพยนตร์ยอดเยี่ยมในช่วงทศวรรษที่ 2010 เป็นภาษาไทย

An Analysis on Translation Strategies of Oscars Best Picture Nominated Film Titles of the 2010s from English to Thai

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Abstract

The main objective of this study is to analyze and classify techniques used in translating the nominated film titles of Oscars Best Picture annual ceremonies between 2010 and 2019 to Thai language. This research has correspondingly assessed the comparison of the source language (SL) and target language (TL) of the titles. The data analysis was based on the theoretical frameworks suggested by Vermeer (1996) and Newmark (1988). In addition, film titles translation techniques of Thongwan (2012) were applied to this analysis. There were 89 Oscars best picture nominations from the 82nd to 91st Academy Awards collected from the official website of the Academy

Awards i.e. oscars.org. The result of the study showed that there were nine techniques in the film titles translation from English to Thai in the 2010s. Furthermore, the analysis of the film titles translation has been helpful for translators of other languages to comprehend the direction of English film titles translation to foreign languages.

Keywords: Nominated Film Titles; Oscars Best Picture in the 2010s; Translation from English to Thai

Introduction

The world is welcoming the new decade of 2020s, still it is also the time when we need to look back at this turn of the decade to learn what had happended in the previous ten years. In the 2010s, the growth of new technologies had been rapidly introduced in all kinds of fields. In the cinematic universe, one can be guided by a simple movie into a total different world: perceiving people from different cultures and backgrounds; and experiencing varities of emotional feelings through its characters and visual effects. “Movie is so important that it has become the first arts of the human world,” pointed out by a French artist and novelist, Mona (Baker, 2004, p.40). Movies have stood out as one of the important medium of intercultural communication. With a large number of Hollywood movies brought to Thailand for decades, more than thousands of film titles have been translated into Thai language. There are some films that have been highly and widely honoured for the fact that they have received the greatest recognition in this entertainment industry, the Academy Awards. Additionally, the Oscars are outstanding for their artistic and technical merit in the film industry. In addition, the most anticipated category of the night is each year

Academy Award for Best Picture. Thus, the researcher choose these films as they are considered the most prestigious films of each year.

Meanwhile, the importance of translation is an essential tool to deliver those perfect movies. As translation is also an interpretive act, meaning may get lost in the translation process. Accordingly, good translation can bring several advantages to films. With the aim of success in the international marketplace in foreign countries, translators do play an important role. Movie titles are always the very first solo for a film that can arouse audiences' attention to watch a film. "Don't judge a book by its cover", in fact the researcher do think that people judge a book by its cover several times. Similarly, film titles as mentioned earlier are important as book covers. As film titles are the doors and the eyes of the movies, it is significant to make a translation good enough to deliver the beautiful meaning of the movies. It must be the best version as it is concise, striking, attracting and meaningful (Yin, 2009). Nonetheless, the key factor is how translators can translate the source language to the target language containing the changeless meaning.

The Academy Awards for Best Picture

Oscar winning films are considered as the most spectacular and exceptional movies in the American entertainment business, and Best Picture nominated films are considered one of the most prestigious honor in the film industry. This category of nominations goes to the producers of the film. It is also the sole category that the Academy members are permitted to submit a nomination and to vote. Additionally, the category is the final award of the night. Thus, it is praised as the most prestigious honor of the ceremony. The films that are nominated in each year are honored by those that were released the year before the ceremony held.

In this paper, number of the year that follows each film title is the year that the film was presented and awarded. As mentioned above, classification of all nominations of Best Picture in the study are based on the annual award ceremonies of those years. Thus, the given years following each title and showng in parentheses are the years that those films were nominated, not the years that they were released. For example, the 82nd Academy Awards ceremony which was presented by the Academy of Motion Picture Arts and Sciences, were honored the best pictures of 2009 and took place on March 7, 2010; and The 91st Academy Awards ceremony was held on February 24, 2019, honored the best pictures of 2018.

The researcher has analyzed the Oscars best picture nominated film titles because there might be various translation techniques employed during 2010-2019 from the original English titles to Thai language. However, these different techniques can be classified into particular groups. Though, "there is no such thing as a perfect, ideal, or 'correct' translation, a translator always tries to extend his knowledge and improves his means of expression; he always pursues facts and words," (Newmark, 1988, p.6). As a result, the researcher came up with two research questions:

Research questions

RQ1: How many techniques did the translators use to translate the nominated film titles of Oscars best picture during 2010-2019?

RQ2: What are the techniques employed to translate the nominated film titles of Oscars best picture from English to Thai during 2010-2019?

Definitions of terms

1. **Translation** refers to transferring the source language into the target language in natural equivalent meaning and form (Nida, 1975).

2. **Source Language (SL)** refers to the language of the text that has been translated (Newmark, 1988).
3. **Target Language (TL)** refers to the language of the translated text (Newmark, 1988).
4. **Translation Technique** refers to the alteration of the translated text in order to make accepted and natural target language. The translation techniques are, for example, addition, phrase or sentence substitution and generalization (Chantraket, 1985; Saibua, 2007).
5. **Oscars Best Picture Nominations** refers to the most important of the Academy Awards, as it represents all the directing, acting, music composing, writing, editing and other efforts put forth into a film (Harris, 2009).
6. **2010 to 2019** in this study refers to the years that the Academy of Motion Picture Arts and Sciences presented the annual Academy Awards (Oscars). However, the movies that are nominated in these years (2010-2019) are the honoured films released in the previous year.

Literature Review

Translation and transliteration

"Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language" (Newmark, 1981, p.7). Larson (1984) similarly highlights that translation consists of translating the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure. The meaning being transferred must be held constant, only the form can be changed. Saibua (2007) specifically demonstrated that meaning is

the most significant element for translators who must concern to contain the original meaning of the source language. Thus, excellent translation should remain the accurate and original meaning as much as possible.

On the contrary, transliteration is described as a process that translators or interpreters replace and compliment SL to TL as they reckon that those words do not exit in the TL. Transliteration is significant as the process that helps to set the context in which cross-cultural translation can be better understood. Nida and Taber (1969) pointed that "if one is to insist that translation must involve no loss of information whatsoever, then obviously not only translating but all communication is impossible" (p. 13). Therefore, transliteration is necessary.

Skopos theory

Vermeer (1996) infers the skopos theory as Human activity. Interpretation is controlled by its motivation (skopos), and subsequently it is an element of its motivation. As per skopos hypothesis, interpretation is the creation of a practically proper TL dependent on a SL, and the connection between the two writings is determined by the skopos of the interpretation. The central matter of this practical methodology is the complementary: it is not the SL accordingly, or its impacts of the SL, or the capacity appointed to it by the writer, creator, or producer in this scenario, that decides the interpretation procedure, as is recommended by proportionality based interpretation hypotheses, however the TL is created and dictated by the initiator, for example client's needs. Thus, the skopos is to a great extent compelled by the TL interpreters' circumstance and their social grounds.

According to the definitions noted above, these can be determined that there is no correct translation in the process of translating the meaning of the source language into the target language. In addition, the translators

have to transfer the messages of the target language as similar as possible. Hence, it is significant to utilize the proper structure and lexicon of the target language to favorably convey the meaning of the source language. "No matter what technique is employed, one fundamental and vital principle that should never be forgotten is that the translation must be related to the story in one way or another" (Nida, 2001, p.214). We adapted eight techniques from the thesis "Translating American Comedy Film Titles into Thai: Strategies and Analysis" by Thongwan (2012). The previous research on film title translation studied techniques and problems in translating film titles from English to Thai. The main principles of the research are to help translators to translate film titles more effectively to foreign languages.

Research methodology

This research methodology consists of two main parts: (1) data collection and (2) data analysis.

1. Data collection

The data was collected from the Oscars best picture nominations during 2010s from www.oscars.org and www.majorcineplex.com. There are 89 Oscars best picture nominations in this category from the 82nd to 91st Academy Awards; 10 nominated films in 2010, 10 nominated films in 2011, 9 nominated films in 2012, 9 nominated films in 2013, 9 nominated films in 2014, 8 nominated films in 2015, 8 nominated films in 2016, 9 nominated films in 2017, 9 nominated films in 2018, and 8 nominated films in 2019.

2. Data analysis

This paper is a qualitative study as it is a content analysis of the film titles. The data were analyzed in the following stage: to analyze and classify translation techniques in translating Oscars nominated film titles during 2010-2019, from English to Thai, the data analysis was based on the theoretical

frameworks, i.e. Skopos Theory and Translation techniques suggested by Vermeer (1996) and Newmark (1988). Additionally, film titles translation techniques of Thongwan (2012) were applied to the analysis. Translation techniques found in these film title translations were analyzed and classified.

In the following, given year following each title and showing in parenthese is the year that those films were nominated. That being said, the year, 2010-2019, in all parentheses indicate the year that the 82nd-91st Academy Awards were held and the films were presented during the award ceremonies celebrated in those years.

Results and Discussion

There were nine techniques of translation employed to translate the nominated film titles of Oscars best picture during 2010-2019, from English into Thai: 1. Transliteration of the original English title without addition of theme-based translation, 2. Transliteration of the original English title with addition of theme-based translation, 3. Partial transliteration of the original English title with addition of theme-based translation, 4. Direct translation without addition of theme-based translation, 5. Direct translation with addition of theme-based translation, 6. Partial translation with addition of theme-based translation, 7. Partial transliteration and partial translation with addition of theme-based translation, 8. Renaming without translating words from original titles, and 9. Renaming with translating words from original titles.

1. Transliteration of the original English titles without addition of theme-based translation

The technique of transliteration is the imitation of the SL sound and transcribing it into TL characters. As English movies often have their settings, heroes' or heroines' names as titles, transliteration, i.e. borrowing the sound

of the SL can be employed when titles are place or personal names especially when these names are familiar to the target audience (Yin, 2009). There are twenty-one films in this category including: Precious (2010), Black Swan (2011), The Social Network (2011), Toy Story 3 (2011), Les Misérables (2013), Lincoln (2013), Nebraska (2014), Philomena (2014), Brooklyn (2016), Moonlight (2017), Fences (2017), The Shape of Water (2018), Call Me By Your Name (2018), Dunkirk (2018), Lady Bird (2018), Black Panther (2019), BlacKkKlansman (2019), Bohemian Rhapsody (2019), Green Book (2019), Roma (2019), and A Star Is Born (2019). Consequently, translators apply transliteration technique with additional theme-based translation in Thai.

Table 1.

Transliteration of the original English titles without addition of theme-based translation

Example No.	Source Language (SL)	Target Language (TL)
1.	The Social Network /ðə ˈsoʊʃəl ˈnɛtˌwɜrk/	เดอะ โซเชียล เน็ตเวิร์ก
2.	Nebraska /nəˈbraskə/	เนบราสกา

From example 1, the word "เนบราสกา" underlined above was directly transliterated from English title The word "Nebraska" was transcribed directly to Thai version /nəˈbraskə/ .

2. Transliteration of the original English titles with addition of theme-based translation

This category is generally similar to the first category, it is the imitation of the SL sound and transcribing it into TL characters. However, in this category the translators attached additional theme-based translation in Thai.

It is the adding words or phrases in the translated title (Saibua, 2007; Chantraket, 1985). There are four films including: Up (2010), Hugo (2012), Captain Phillips (2014), and The Favourite (2019) that can be classified to this technique.

Table 2.

Transliteration of the original English titles with addition of theme-based translation

Example No.	Source Language (SL)	Target Language (TL)
1.	Up /ˈʌp/	อัพ ปู่ซ่าบ้าพลัง
2.	Captain Phillips /ˈkaptən filəps/	กัปตัน ฟิลลิป ฝ่านาทีพิฆาตโจรสลัดระทึกโลก

From example 2, the words underlined above "กัปตัน ฟิลลิป" were transliterated from English title Captain Phillips, to Thai title. However, the double underlined part "ฝ่านาทีพิฆาตโจรสลัดระทึกโลก" was added to Thai title as the part is added loosely due to theme-based translation.

3. Partial transliteration of the original English titles with addition of theme-based translation

In this category, the translators applied the original English titles by using transliteration combined with theme-based translation in Thai. There are four Oscars best picture nominated films in this category including: Midnight in Paris (2012), Django Unchained (2013), and American Sniper (2015), and Three Billboards Outside Ebbing, Missouri (2018).

Table 3.

Partial transliteration of the original English titles with addition of theme-based translation

Example No.	Source Language (SL)	Target Language (TL)
1.	Django Unchained /ˈdʒæŋgoʊ ʌnˈtʃeɪn/	จังโก้ โคตรคนแดนเถื่อน
2.	American Sniper /əˈmɛrɪkən ˈsnaɪpər/	สไนเปอร์มือพระกาฬ แห่งประวัติศาสตร์อเมริกา

From example 2, the word underlined above "สไนเปอร์" was transliterated from the word "Sniper" in English title. In addition, the translator deleted the word "American" from the original title and then attached the additional part "มือพระกาฬ แห่งประวัติศาสตร์อเมริกา" to Thai title.

4. Direct translation without addition of theme-based translation

The translators translated the English titles to Thai without theme-based translation. Avatar (2010), 127 Hours (2011), Amour (2013) and Phantom Thread (2018) are the four Oscars best picture nominated films in this category.

Table 4.

Direct translation without addition of theme-based translation

Example No.	Source Language (SL)	Target Language (TL)
1.	Avatar	อวตาร
2.	Phantom Thread	เส้นด้ายลวงตา

According to this technique, the Thai titles were directly translated to Thai without adding or renaming TL. For instance, "Phantom Thread" was translated literally, as The word "phantom" refers to "ลวงตา" and "thread" refers to "เส้นด้าย".

5. Direct translation with addition of theme-based translation

This technique is similar to a literal translation. It is the technique that maintains the original content of the SL. Furthermore, the translators add additional meanings based on the movie's plot to the TL titles. War Horse (2012), Life of Pi (2013) and The Grand Budapest Hotel (2015) are the three films in 2010s that the translators applied this technique.

Table 5.

Direct translation with addition of theme-based translation

Example No.	Source Language (SL)	Target Language (TL)
1.	War Horse	ม้าศึกจารึกโลก
2.	The Grand Budapest Hotel	คดีพิสดารโรงแรมแกรนด์ปูดาเปสต์

From example 2, the words underlined above in Thai title "โรงแรมแกรนด์ปูดาเปสต์" was directly translated from the word "The Grand Budapest Hotel" in English title. Furthermore, the translator attached additional theme-based translation as shown in the double underlined part "คดีพิสดาร".

6. Partial translation with addition of theme-based translation

The translators translated some parts of the original titles to Thai and conjoined with theme-based translation. There are two films using partial translation with addition of theme-based translation i.e. The Theory of Everything (2015) and La La Land (2017).

Table 6.

Partial translation with addition of theme-based translation

Example No.	Source Language (SL)	Target Language (TL)
1.	The Theory of Everything	ทฤษฎีรักนิรันดร์
2.	La La Land	นครดารา

From example 1, the word underlined above in Thai title "ทฤษฎี" was directly translated from the word "Theory" in the original title. However, the translator deleted the word "Everything" from the English title and attached the additional part "รักนิรันดร์" to Thai title.

7. Partial transliteration and partial translation with addition of theme-based translation

This technique comprises three techniques that we pointed out earlier; transliteration, translation and additional theme-based meaning. There are four films in this category including: A Serious Man (2010), The Fighter (2011), Gravity (2014), and Mad Max: Fury Road (2016).

Table 7.

Partial transliteration and partial translation with addition of theme-based translation

Example No.	Source Language (SL)	Target Language (TL)
1.	Gravity	กราวิตี้ มฤตยูแรงโน้มถ่วง
2.	Mad Max: Fury Road	แมดแม็กซ์ ถนนโลกันตร์

From example 1, the word in the underlined part in Thai title above "กราวิตี้" was transliterated from the word "Gravity" inthe English title. Moreover, the translator translated the word "Gravity" from the English to Thai as it means "แรงโน้มถ่วง" in the doubled underlined part. Then, the translator was added the additional part "มฤตยู" to Thai title.

8. Renaming without translating words from original titles

Giving a new name to the TL is the most generally used in translating the nominated film titles of Oscars best picture during 2014-2016. This technique generally applies to bewitch and to hint non-native audience about the films. The translators provide new titles based on their intuition.

Particularly, there are thirty-seven films in this category including; The Hurt Locker (2010), The Blind Side (2010), Inglourious Basterds (2010), Up in the Air (2010), Inception (2011), The Kids Are All Right (2011), True Grit (2011), Winter's Bone (2011), The Artist (2012), The Descendants (2012), Extremely Loud & Incredibly Close (2012), Moneyball (2012), Argo (2013), Beasts of the Southern Wild (2013), Silver Linings Playbook (2013), Zero Dark Thirty (2013), 12 Years of Slave (2014), American Hustle (2014), Dallas Buyers Club (2014), Her (2014), The Wolf of Wall Street (2014), Birdman or (The Unexpected Virture of Ignorance) (2015), The Imitation Game (2015), Selma (2015), Whiplash (2015), Spotlight (2016), The Big Short (2016), Bridge of Spies (2016), The Martian (2016), Room (2016), Hacksaw Ridge (2017), Hell or High Water (2017), Hidden Figures (2017), Manchester by the Sea (2017), Get Out (2018), The Post (2018), and Vice (2019).

Table 8.

Renaming without translating words from original titles

Example No.	Source Language (SL)	Target Language (TL)
1.	Inception	จิตพิฆาตโลก
2.	The Wolf of Wall Street	คนจะรวยช่วยไม่ได้
3.	Selma	สู่ความเท่าเทียมร่วมกัน จากชีวิต ดร. มาร์ติน ลูเทอร์ คิง

From example 2, the word underlined above "**คนจะรวยช่วยไม่ได้**" was renamed from the original title "The Wolf of Wall Street" without any relevant meaning. The translator named Thai title according to the theme of the movie.

From example 3, the words underlined above "สู่ความเท่าเทียมร่วมกัน จากชีวิต ดร.มาร์ติน ลูเทอร์คิง" in Thai title were renamed from the original title

"Selma" without any relevant meaning. This is similar to example 2. The translator named Thai title based on the story happened in the movie.

9. Renaming with translating words from original titles.

Despite, this category is similar to the sixth and the eighth technique, film titles in this category were renamed by words which had similar meaning with the SL. The Thai titles were neither directly translated nor renamed entirely. The titles were translated and renamed relatively to both SL and TL synonyms. There are seven movies including: District 9 (2010), An Education (2010), The King's Speech (2011), The Help (2012), Boyhood (2015), The Revenant (2016), and Darkest Hour (2018).

Table 9.

Renaming with translating words from original titles

Example No.	Source Language (SL)	Target Language (TL)
1.	The King's Speech	ประกาศก้องจอมราชา
2.	Boyhood	ในวันฉันเยาว์

From example 2, the word underlined above **"วันฉันเยาว์"** in Thai title was a synonym of a word **"วัยเยาว์"** which means "Boyhood"in Thai. In short, the translator translated the word "Boyhood" into Thai and then renamed by using Thai synonym of the translation word of "Boyhood"instead. Table 10 as presented below is a summary of the the translation strategies of Oscars Best Picture nominated film titles of the 2010s from english to thai.

Table 10.

Translation Strategies of Oscars Best Picture Nominated Film Titles of the 2010s from English to Thai

No.	Strategies
1.	Transliteration of the original English title without addition of theme-based translation
2.	Transliteration of the original English title with addition of theme-based translation
3.	Partial transliteration of the original English title with addition of theme-based translation
4.	Direct translation without addition of theme-based translation
5.	Direct translation with addition of theme-based translation
6.	Partial translation with addition of theme-based translation
7.	Partial transliteration and partial translation with addition of theme-based translation
8.	Renaming without translating words from original titles
9.	Renaming with translating words from original titles.

Conclusion

The research was conducted in order to analyze and classify techniques used in translating the nominated film titles during 2010-2019 of Oscars best picture, from English to Thai. The researcher has concluded all techniques which had been introduced extensively by previous studies. This paper found that there were simply nine techniques of film titles translation in the Oscars nominated film titles during 2010-2019 from English into Thai.

However, the data were only collected from the Oscars Best Picture nominated films during 2010-2019. The data were just gathered from 89 film titles. The focus of future studies might by studying other categories or gathering more data to access further in-depth information. Furthermore, the

translation of film titles involves many complicated factors, for instance, cultural factors, or audiences' preferences. Hence, to study film titles translation techniques would benefit the contributors to have a good hook in meaningfully gathering and analyzing the data. It is hoped that further study on film titles translation will increasingly discover diverse techniques and other factors included in film titles translation.

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