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การประชุมวิชาการ  
และนำเสนอผลงานทางวิชาการระดับชาติ ครั้งที่ 5  
**The 5<sup>th</sup> UTCC National Conference**  
วันอังคารที่ 8 มิถุนายน 2564  
การประชุมออนไลน์ผ่านโปรแกรม Cisco Webex

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เหตุใด “พวกเขา” จึงไม่โอเค?: การวิเคราะห์การแปลที่ต่างกันทางวัฒนธรรม  
ในข่าวบันเทิงต่างชาติ

Why “THEY” are not OK?: Analyzing cultural translation methods  
in international entertainment news

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Abstract

This qualitative research aimed to study cultural translation methods used in entertainment news. The Nida’s cultural translation methods (1974) and Baker’s taxonomy (1992) were applied in order to identify cultural translation methods in entertainment news.

Purposive sampling methods were conducted to select entertainment news. The study helps readers to understand that cultural differences effect strategies for using translations especially words and phrases that relate to cultures. Some techniques are revealed how news reporters use to translate words in a strong cultural acceptance. As well, the contribution of the study is beneficial to news translation workforce as well as for other readers and translators. Due to the fact that translation challenges are always involved with cultural context. Knowing the cultural differences, translators will be able to translate the text more closely and more direct to the author’s culture resources.

**Keywords:** cultural difference, entertainment news

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## บทคัดย่อ

การวิจัยเชิงคุณภาพครั้งนี้มีวัตถุประสงค์เพื่อศึกษาวิธีการแปลที่แตกต่างกันทางวัฒนธรรมที่พบในข่าวบันเทิงนานาชาติ ผู้เขียนใช้หลักแปลความหมายโดยอาศัยหลักความต่างทางวัฒนธรรมของ Nida (1974) และ เทคนิคการจัดกลุ่มวิธีแปลของ Baker (1992) นำมาใช้ในการระบุวิธีแปลที่เน้นความต่างทางวัฒนธรรมที่พบในข่าวบันเทิง

การสุ่มตัวอย่างแบบเจาะจงนำมาใช้ในการสรรหาหัวข้อข่าวบันเทิง การศึกษานี้ทำให้ตระหนักรู้และเข้าใจว่าความต่างทางวัฒนธรรมว่ามีผลต่อกลวิธีการแปลโดยเฉพาะอย่างยิ่งความต่างทางวัฒนธรรมส่งผลต่อคำและวลีที่เลือกใช้ นอกจากนี้ยังพบเทคนิคที่ผู้แปลข่าวใช้เพื่อเลี่ยงคำให้เป็นที่ยอมรับได้ทางวัฒนธรรม การวิจัยนี้เป็นประโยชน์อย่างยิ่งต่อผู้ทำงานแปลข่าว ผู้ทำงานแปล และผู้อ่านทั่วไป ตามหลักการที่ว่าความท้าทายในการแปลนั้นมักมีเนื้อหาทางวัฒนธรรมเข้ามาเกี่ยวข้องด้วยเสมอ เมื่อรู้ถึงความต่างทางวัฒนธรรมแล้วผู้แปลจะสามารถแปลข้อความได้อย่างใกล้เคียงและได้ความหมายตรงกับวัฒนธรรมของภาษาต้นฉบับมากขึ้น

**คำสำคัญ:** ความต่างทางวัฒนธรรม, ข่าวบันเทิง

## INTRODUCTION

Translation is a science that plays a very important role in connecting information and knowledge. People all over the world using different languages, linguistics and cultures, these are challenging for translators (Nida, 1964). As language and culture are related to the formation of ethno-linguistics, or social linguistics who believe that language reflects the mindset of a native speaker. If we study and consider the meaning of the various categories of words then we will be able to understand the thinking and world view of a group of people who speak that language.

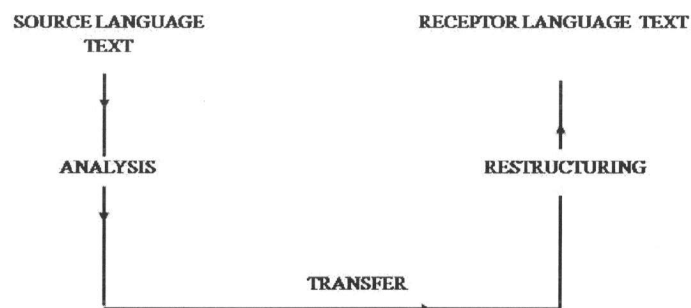
It can be seen that cultural differences are challenging for translators. Cultural terms exist in all languages. The more cultural differences occur the more challenging the translation. Cultural words are not dialectic words, but they are synonymous with a particular language and cannot be translated directly (Newmark, 1988).

The reason why the study analyzes some entertainment news articles is because these articles contain words used to avoid dialectics against their SL culture. A variety of cultural differences were gained from the related news.

## LITERATURE REVIEW

Based on Baker's Taxonomy, and Nida (1974), different culture source text influences the meaning of translated text. The entertainment news analyzed in this research consist of Korean, Japanese, English, and Thai cultural contexts.

Sawangwan (2021) asserted that translators must try to figure out how to translate them to equal meaning. Translators such as Nida & Taber (1974) cited in Laisatrulkai, (2011: 14) provided principles for text analysis and interpretation by writing a model of the translation process as follows.



**Figure1** Model of the translation process (Nida & Taber, 1974: 484)

Pinmanee (2011) asserted that it can be seen that culture is something that translators have to take into account when translating all types of translation work. When a translator is faced with cultural differences that from time to time, it may not be possible to translate. All the translators have to do is decide how to adjust or omit the cultural words or phrases they encounter in order to create meaningful translations that are understandable and acceptable to the translation's readers. Cultural differences will



create translation challenges; If the source and destination languages have similar cultures when translating, there may be a few translation problems. On the other hand, when the source language and the destination language have many cultural differences, translators are more likely to encounter problems during translation.

Baker (1992) asserted that translation strategies are attained from functional target language equivalence. In this regard, there are strategies to solve non-equivalence at word level in different text types. These strategies are: translation by more general word, translation by more neutral and less expressive word, translation using a loan word or loan word plus explanation, translation by cultural substitution, translation by paraphrase using a related or non-related word and translation by omission.

In the dimension of entertainment news, there are some studies faced challenges with cultural translation. Therefore, the study of cultural translation strategies in entertainment news translation will benefit all translators in entertainment and media news to understand the cultural words found in the source texts. Ultimately, the translators can use the strategies to provide closer words to the meanings. The summary of cultural translation methods used in entertainment news is presented as follows.

### Related Studies

Cultural awareness is considered the most vital factor in translation. This is due to the fact that people who speak different languages living in different societies have different beliefs and social values. In translation, cultural difference puts a great challenge for news translators because they work as media and must translate carefully, using highly techniques to balance the meaning of both source and target languages and most importantly to avoid misunderstanding.

Recently, there are studies revealing the translation methods which the news reporters used while translating into different culture languages. It is obviously found that studies in entertainment news translation involve in the individualism, capitalism and political issues.

Individualism can be found in Japan and the western culture according to the following study.

#### **Nails that stick out must be hammered back.**

Kitamura (2009) gave examples of cultural differences in source and destination languages. The differences cause translation problems; the difference between Japan and the Western where English is primarily used. Towards a positive view of one self of the Western, Japanese society has the view on the contrary. As a result, the translation of a Japanese proverb that means “Nails that stick out must be hammered back (出る杭は打たれる)” is problematic. This is because Japanese people believe that in society people should not be different or stand out from others, while Western culture appreciates people who are unique. It can be seen that the views on the self between these two cultures differ greatly. If the translator does not realize the underlying cultural differences and translates the Japanese proverb directly into English. Readers of the English translated version may be suspicious or might not be able to understand the translated version.

In response to capitalism, Entertainment news and commercial television news station work together. This study reflects the indirect translation methods and technique used in entertainment news.

#### **Entertainment News Translation in the Era of Market-driven Journalism**

Tsai (2012) translated the news subtitle from English into Thai. The study has discussed the cultural difference of translation by using communicative translation in the transmission of international news information and called for news translators to adapt to such changes. However, the study has revealed the emerging phenomenon of cultural difference found in various entertainment news and its implications for news translation. Translators who work in newsrooms also assume a role that is traditionally associated with cultural difference in translations. The rise of cultural translation in news affords

scholars the opportunity to consider how the changing ethos of translators alters news translation strategies. Furthermore, this change forces a rethinking of some earlier assumptions regarding the nature of translation. Although the prevailing trend of market-driven journalism crosses over different media types, this paper primarily centers on the case of television journalism. By examining authentic broadcast news items that were collected from a commercial television news station in Taiwan and interviews with senior TV news translators, this paper unveils a new profile of television news translators in a news ecology that is defined by market values.

Political issue plays an important role in entertainment news translation. The two latest entertainment news revealed less expressive words in order to convey political meanings avoid misunderstanding in both source and target texts as follows.

#### **Cultural translation: An introduction to the problem, and Responses in Entertainment**

Buden (2009) translated the news subtitle from English into Thai. Etymologically, translation evokes an act of moving or carrying across from one place or position to another, or of changing from one state of things to another. This does not apply only to the words of different languages, but also to human beings and their most important properties. They too can be moved across all sorts of differences and borders and so translated from one place to another, for instance from one cultural and political condition to another. Thus, one can culturally translate people – for a political purpose and with existential consequences. No discussion of the concept of cultural translation can easily dispense with an analysis of the very concrete devices of such translation if it strives to maintain contact with the political and existential issues at stake in the debate on cultural translation. The political meaning of cultural translation is not a quality external to the concept and capable of being discussed in a haphazard way. Precisely by becoming cultural, translation opens up the problem of its intrinsic political meaning.

Translation Strategies for translating an entertainment news article.

Junining (2020) translated the news subtitle from English into Thai. There are various kinds of translation strategies proposed by the experts of translation. The translation strategies used by the students are categorized based on the Baker's taxonomy. The result shows that the students employ all of the eight translation strategies from Baker's taxonomy in translating the news article. The three most used translation strategies are translation by using a more general word (95%), paraphrasing using related words (75%) and cultural submission and omission (73%). On the contrary, the least used translation strategy is translation by illustration (31%). From the result of the study, it is suggested that researchers interested in translation can conduct more research about the students' translation in a deeper and more specific analysis.

**“Jin Responded to Rumors He’s Leaving BTS for the Korean Military & We’re Not OK”**

Bell (2019) translated the news subtitle from Korean into Thai. A summary of the study described of the types of cultural words found in the manuscripts and the translation strategies for each type of cultural words in English translations.

In this study, a translation of the news "Jin Responded to Rumors He's Leaving BTS for the Korean Military & We're Not OK", about the military service in South Korea. The translation methods of this article are relevant to the different cultures between Asia and Europe. Therefore, the theories of cultural translations gained from all five researches put great benefit to my research.

## METHODOLOGY

Researchers would like to pinpoint that there are some explicit methods used in describing the news. The below result illustrates description and methods used in Source text (SL) and translated text (TL) in the latest entertainment news translation: “Jin Responded to Rumors He’s Leaving BTS for the Korean Military & We’re Not OK”.



According to Baker's taxonomy (1992: 26-42), 8 strategies, which have been used by professional translators, to cope with the problematic issues while doing a translation task are listed as follows:

1. Translation by a more general word, the first strategy was one of the most common strategies to deal with many types of non-equivalent meanings. As Baker asserts, it works appropriately in most languages, because in the semantic field, meaning is not language dependent.

2. Translation by a more neutral/ less expressive word, the second is another strategy in the semantic field of structure.

3. Translation by a cultural substitution, this strategy involves replacing a culture-specific item or expression with a target language item considering its impact on the target reader. This strategy makes the translated text more natural, more understandable and more familiar to the target reader.

The translator's decision to use this strategy will depend on the degree to which the translator is given license by those who commit the translation (news reporters in this study) and the purpose of the translation.

4. Translation using a loan word or loan word plus explanation

This strategy is usually used in dealing with culture-specific items, modern concepts, and buzz words. Using the loan word with an explanation is very useful when a word is repeated several times in the text. At the first time, the word is mentioned by the explanation and in the next times, the word can be used by its own.

5. Translation by paraphrase using a related word

This strategy is used when the source item 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 obviously higher than it would be natural in the target language.

6. Translation by paraphrase using unrelated words

The paraphrase strategy can be used when the concept in the source item is not lexicalized in the target language.

When the meaning of the source item is complex in the target language, the paraphrase strategy may be used instead of using related words; it may be based on modifying a super-ordinate or simply on making clear the meaning of the source item.

#### 7. Translation by omission

This may be a drastic kind of strategy, but in fact it may be even useful to omit translating a word or expression in some contexts. If the meaning conveyed by a particular item or expression is not necessary to mention in the understanding of the translation, translators use this strategy to avoid lengthy explanations.

#### 8. Translation by illustration

This strategy can be useful when the target equivalent item does not cover some aspects of the source item and the equivalent item refers to a physical entity which can be illustrated, particularly in order to avoid over-explanation and to be concise and to the point.

## RESULTS

| SL Text  | TL Text  | Description  |
|--|--|--|
| We   | พวกเรา หมายถึง แฟนคลับ   | Indirect translation   |
| Not OK   | ไม่โอเค  | Less expressive word:<br>institution with not being<br>accepted                            |
| The members of BTS (Beyond the Scene) sat down for an interview with CBS where they opened up about the military requirement for young men in South Korea. | สมาชิกวงบีทีเอสได้ให้สัมภาษณ์กับรายการซีบีเอสซึ่งเข้าถึงข้อกำหนดในการเข้ารับการเกณฑ์ทหารของชายหนุ่มในประเทศเกาหลีใต้ที่ชายหนุ่มในประเทศเกาหลีใต้ต้องปฏิบัติทุกคน | Amplification is a translation by expanding the additional words for better understanding. |

|   |  |  |
|---|--|--|
| <p>And they absolutely do! We completely understand them wanting to maintain their juju for as long as possible. The boys have been crushing it on U.S. charts</p>  | <p>และวงของพวกเขาจะเต็มทีกับการทำงานอย่างแน่นนอน และพวกเขาต้องการรักษายอดสถิติของชาร์ตหุ่นจูกูของอเมริกาเอาไว้ให้นานที่สุด เพราะในตอนนี้ชาร์ตหุ่นของพวกเขากำลังขึ้นสูงอย่างมาก</p>   |  |
| <p>The boys in the band range from 21 to 26 years old. This means that the group has most likely already delayed their mandatory service which is required for all males in South Korea.</p>                                | <p>เด็กผู้ชายในวงมีอายุตั้งแต่ 21 จนถึง 26 ปี ซึ่งถือว่าได้รับการผ่อนผันมาหลายปีแล้ว เนื่องจากกฎหมายของประเทศเกาหลีใต้นั้นผู้ชายที่ถือสัญชาติเกาหลีทุกคนต้องเข้ารับการเกณฑ์ทหารตั้งแต่อายุ 20 ปี ยกเว้นศิลปิน ดารา หรือไอดอลเท่านั้นที่จะได้รับการผ่อนผันจนไปถึงอายุ 29 ปี เมื่อครบกำหนดแล้วจะไม่สามารถผ่อนผันได้อีก ต้องเข้ารับการเกณฑ์ทหารอย่างเดียว</p> |  |
| <p>The amount of time required to serve depends on the particular branch of military one chooses to join. For example, active duty in the army is 21 months. The Marines is also 21 months. Those who enlist in the Air</p> | <p>ระยะเวลาที่ต้องเข้ารับใช้ชาตินั้นขึ้นอยู่กับสังกัดของทหารที่แต่ละคนเลือกเข้าร่วม และผลของการตรวจสุขภาพ เช่นคนที่มีสุขภาพแข็งแรงจะได้อยู่ในสังกัดที่ต้องฝึกหนักแต่มีการเลื่อนยศและตำแหน่งให้ ส่วนคนที่สุขภาพไม่ดีหรือมีโรคประจำตัวก็จะได้อยู่ในสังกัดที่เน้นการทำงานบริการสาธารณะ</p>  |  |

|   |  |  |
|---|--|--|
| Force, however, are required to serve 24 months.                  | มากกว่า แต่จะไม่ได้รับยศหรือเลื่อนชั้น จะได้แค่เพียงประกาศนียบัตรหากปฏิบัติงานดี และทำตัวเหมาะสม ตัวอย่างระยะเวลาในการปฏิบัติหน้าที่ในกองทัพบกคือ 21 เดือน นาวิกโยธิน 21 เดือน อย่างไรก็ตามผู้ที่เข้าร่วมในกองทัพอากาศจะต้องให้บริการ 24 เดือน |  |
| Jin will leave BTS for the Korean military service at some point. | จินจะออกจากวงบีทีเอสชั่วคราวเพื่อรับราชการทหารเกาหลี   | Omission is the translation by omitting or choosing not to translate some words for the beauty of the sentence pattern.                                    |
| Seth Doane  | เซท โดน  | Direct translation, Borrowing is a straight forward translation method. By using transliteration of the name of the journalist who performed the interview |
| BTS   | บีทีเอส  | Direct translation, Borrowing is a straight forward translation method. Using a transliteration of the band name   |



|     |     |   |
|-----|-----|---|
| Jin | จิน | Direct translation, Borrowing is a straight forward translation method. Using the transliteration of the names of singers, members of the BTS group |
|-----|-----|---|

**Table 1** Cultural translation Words used in the Entertainment news

The descriptions were analyzed from SL news (English) into TL (Thai) in accordance with Korean culture influence. The descriptions shows that there are 9 methods of cultural translation used in the entertainment news. As shown in the table 1, news culture of reinforcement in Korean military is not accepted. Because it is not understandable in the cultural context of English and Thai. Due to the fact that this different law of reinforcements is disappeared in English and Thai cultures. Entertainment news attempted to describes the differences into their SL text by using “We are not OK” The indirect translation methods were used in “we” and less expressive word are explicitly used in order to show unsatisfied words against the law of the reinforcement found in Korean news by using pronoun of “we” representing the meaning of all the fans and people in Korea.

This is why cultural translation puts a great benefit in helping readers to understand that different cultures can be interpreted in accordance with the translated words. Translators should pinpoint the challenge description to use suitable translation methods in order to analyze deeper understanding of the meaning in different cultures.

## CONCLUSION

The entertainment news article utilized Baker's taxonomy and Nida (1964) methods used in translation among various culture including Thai, Korean, and English. Two methods; Indirect Translation and less expressive words are found to avoid strong meaning. That explains the reason of why "We" (THEY) are NOT OK.

There are seven more ways in analyzing general entertainment news 1. Amplification 2. Omission 3. Literal 4. Oblique 5. Communicative 6. Ideomatic and 7. translation by illustration. Therefore, there were nine methods used in recent entertainment news translation.

Since a translation in entertainment news from different cultures used various methods, it is necessary to adapt these strategies to translated entertainment news as close to the target culture as possible. Finding cultural translation methods used in entertainment news are mostly gained from NIDA's culture translation methods and Baker's taxonomy.

The translating words in entertainment news has been impacted by cultural differences. This puts a great challenge for translators. The culture of the source language and the target language is governed by different law cultures. It is necessary for news translators in translating the dialectical idea of refusing and not understanding information from the source and target languages. Some cultural words are used to describe the same meaning of a particular language but cannot be translated directly to another language.

## CONTRIBUTION AND DISCUSSION

The results of this study can be contributed to the news translators, news reporters, translators and readers in the field. Cultural translation methods may help those who work on enhancing translation in response to this logical question of what cultural methods are found in international entertainment news. The results of this study suggest three discussions.

First of all, indirect method is the most commonly used in translating international entertainment news. It is discussed based on individualism. Samovar&Porter (2004), Asian cultures tend to be more collectivism rather than individualism. Thai, Korean, Taiwan, and Japanese in the related news studies can reflect that those Asian cultures avoid expressing oneself. The culture tend to use indirect words. Therefore, news translators should be aware of translating into Asian culture. Using indirect pronoun 'we' instead of 'fanclub' in order to avoid oneself of being the 'BTS fans' is a good example in the finding method.

Secondly, less expressive word such as 'not ok' in order to blur the expression of 'refusal' is more likely to be used in international entertainment news translation. Due to the political and military issues, for instance, are different and might be disappeared in some culture but effective some culture like Korean. Thus, the translators should be aware of the avoidance. Using words like baned, refused, are very sensitive and might not be accepted in some culture.

Finally, in the sense of marketing, entertainment news is popular because of rating and commercial supports. Therefore, the word like fans and ban are tended to be avoided in entertainment news.

The researcher saw that cultural translation could be applied not only in international entertainment news translation field but also to others. It is hoped that this research will benefit translation and readers for further studies.

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