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SUCHADA NGAMWATTANAJINDA : THE STATUS AND GROWTH OF TRANSLATED BOOKS AND THEIR IMPACT ON THAI SOCIETY. THESIS ADVISOR ASSOC PROF. RACHITLUK SANG-URAI, 172 pp. ISBN 974-333-068-2

The aim of this research is to examine the decision to buy translated books of sample group readers, consisting of 400 people who either read or buy translated books from bookstores in Bangkok. It also examines the policy and management of translated books by 5 private publishing firms and 2 governmental organizations, factors that interfere with the management, future trend, recommendations for promoting the publication of translated books in Thailand and the impact of translated books on Thai society.

The findings of the research reveal that the contents that the sample group finds most appealing are education and short stories. The preferred types of translated books are novels and features. Before making their decision, the sample group readers tend to look for the quality of translated books first by considering the subject matter that appeal to them and the use translated language that is easy to understand. Other components of the books that influence the readers' decision-making are content, title and price. Factors that affect the decision to buy translated books are award-winners or bestsellers, including recommendations from friends, teacher and salepersons. The main reason behind their decision are the fact that the books contain good and useful subject-matter, while providing readers with proper vision. The purpose of reading these translated books is purely for pleasure and general knowledge. After finishing the books, these readers either donate or keep them.

The policies of private publishing firms and governmental organizations as regards the publication of translated books differ distinctly in terms of business management. This in turn affects the selection of books for translation. Private publishing firms tend to cater for the demand of the market. Governmental organizations, by contrast, put a strong emphasis on the education of the people. Other different policies of these 2 types of organizations are the audition of translation work, distribution and publicity.

The problems and obstacles in the publication of translated books in Thailand include inadequency of personnel, copyright, production cost, quality of translators, lack of support from the government and economic condition.

The future trend of translated books in Thailand is quite promising in terms of growth rate. However, it all depends on the quality of translation, the quality of foreign and local books, the quality of different types of electronic media as well as the behavioral change of the readers themselves.

In order to promote the publication of translated books in Thailand, it is necessary to improve education and reading habits, diffuse knowledge about intellectual property to the people, create a good system and cooperation among various organizations related with the publication of translated books.

The impact of translated books on Thai society varies according to the content, judgment of the readers and their awareness of foreign cultural domination.

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