

Tanaporn Phimtan 2011: An Analysis of Strategies in Translating American Humor into Thai: A Study of *50 First Dates*. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Pataraporn Tapinta, Ph.D. 128 pages.

This qualitative study explored strategies in translating American humor into Thai. Also, it investigated the possible linguistic and cultural factors influencing those strategies of translation. The data were collected from the subtitle of the comedy film, *50 First Dates*. The descriptive and interpretative methods of content analysis (Berg, 2004; Coffey and Atkinson, 1996; Leedy and Ormrod, 2005; Strauss and Corbin, 1998) were employed based on major theoretical frameworks including humor classifications (Seaward, 2006), translation approaches (Nida, 1964, 1975), translation strategies (Baker, 1992), humor translations (Delabastita, 1996; Mateo, 1995) and suggested aspects related to factors that influence the techniques of translation (Baker, 2002; Chiaro, 1992; Defense Language Institute, 1974; Nathong, 1993; Panakul, n.d.; Wong and Shen, 1999).

The results of the study revealed that there were six main translation techniques used in translating humor in the American comedy movie, *50 First Dates* from English into Thai. These techniques included cultural substitution, word-for-word translation, the mixed methods of translation, interpretation, transliteration, and the use of pun with similar linguistic forms (words/phrases, meanings, and sounds). There were four linguistic factors influencing those techniques: phonological factors, lexical factors, syntactic factors, and semantic factors. In addition, five cultural factors appeared to influence the applications of those techniques: universal sense of humor, cultural-specific expressions, ethical restrictions in the target language, jargon, and period style.

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