

ABSTRACT

The Analysis of The Food Name Translation

From Thai into English

by

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The study aims to investigate the food name translation of Thai cookbooks (from Thai into English) by focusing on semantic structures. The researcher intentionally selects eight current Thai cookbooks from different bookstores in Bangkok. The data are qualitatively interpreted in the research. The purpose of this study is to analyze the language patterns found in the translations of Thai cookbooks, to examine problems in the food name translation, and to suggest translation techniques in cookery translation. The study can be divided into two parts: subtitle analysis and transliteration analysis. In subtitle analysis, the researcher analyzes and groups data according to meaning-based translation or semantic structures. The researcher also explores some problems of subtitling food names that are mistranslated and undertranslated. For transliteration analysis, the researcher finds an inconsistency in transliterated and partially transliterated food names. Furthermore, the researcher points out that cookbooks can reflect Thai life, and are one of many ways to disseminate Thai culture. The researcher then discusses these issues in details in the suggestions section. At this point, The Royal Institute should employ a major role in publicizing a transliteration dictionary.