

ABSTRACT

**The Influence of Cultural Differences on Translations of Film Titles and Scripts
(From English into Thai)**

by

Panna Chaturongakul

The study investigates the current state of translations of film titles and scripts (From English into Thai) by focusing on the influence of cultural differences. The researcher compared selected English film titles and scripts with their translations to find patterns of lexical equivalents and methods translators used when dealing with the influence of cultural differences during translation. The study can be divided into two parts: film title analysis and film script analysis. The number of patterns of lexical equivalents and methods translators used signify the difficulties in transferring the cultural information conveyed in the source language. Cultural differences, therefore, have a tremendous influence on translations of film titles and scripts. Translators tended to express the natural form of the Thai language and deal with culturally specific terms in the source language in various ways in order to make the translation texts comprehensible, entertaining, and culturally practical for Thai viewers. There is an implication that although cultural differences seem to be influential, the basic rule of adequate translation in retaining the meanings from the source language and in expressing them in a natural receptor language is maintained.