



**AN ANALYSIS OF ENGLISH-THAI TRANSLATION
STRATEGIES FOR SWEAR WORDS IN
THE FAR CRY 6 VIDEO GAME**

BY

AONPREEYA WORAKITWATTANA

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
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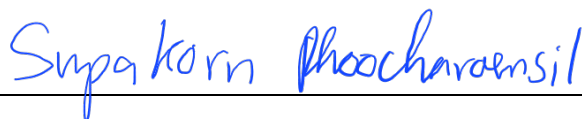
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ABSTRACT

As Thailand's video game industry grows, the need for high-quality localization, particularly in translating offensive language, has become more critical. This study focuses on the Thai version of Far Cry 6, a game that has received much praise for its localization efforts. The objectives of this study were to investigate the swear words found in Far Cry 6, assess the level of offensiveness of these English swear words, and examine the common translation strategies used in translating these swear words from English to Thai. The data was collected from YouTube gaming videos of Far Cry 6 players, focusing on the game's subtitles. The analysis revealed that of the 314 swear words identified from 15 operation missions, 13 main swear words included the words: *Ass*, *Balls*, *Bastard*, *Bitch*, *Dick*, *Damn*, *Dickhead*, *Dumb*, *Fuck*, *Pissed*, *Pussy*, *Shit*, and *Whore*. Of these swear words, the most offensive and frequent was the "*Fuck*" word family. The most frequently used translation strategy was "Taboo for Taboo." The results suggest that translators should prioritize maintaining authenticity when localizing video games, especially when translating swear words, to ensure that the tone and intent of the game is preserved.

Keywords: Swear words, translation strategy, video game, Far Cry 6, players

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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
NPC	Non Player Character
LGBTQIA+	Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual, and Additional identities and orientations not explicitly listed.
PEGI	The Pan-European Game Information
ST	Source Text
TT	Target Text

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Presently, it is undeniable to say that the internet has moved us further into the digital era, making information more accessible than ever before. Video games, in particular, have become widespread and easily accessible, even in Thailand. According to the gaming research company Newzoo, Thailand ranks 19th in the world in terms of games revenue, with a total revenue of \$1.1 billion. This makes it the second-largest gaming market in Southeast Asia, following Indonesia, which had revenues of \$1.8 billion in 2022. Additionally, a player statistic survey by Rakuten insight in the same year revealed that 82.8 percent of respondents aged 16 to 24 in Thailand stated that they play online games (Allcorrect, 2023).

Video games, once seen as a niche interest, have surged in popularity over the past few decades. Nowadays, the video game industry is expanding annually, generating more revenue than the combined totals of the music and movie industries (Pascal, 2024). There are many movies based on video games, such as *Werewolves Within*, *Resident Evil*, *Super Mario Bros.*, *Lara Croft: Tomb Raider*, *Final Fantasy*, and *Far Cry*. Today's video games boast much better graphics and often include intricate storylines. These games feature characters, plots, and subplots, allowing gamers to enjoy them as an audience might enjoy a movie, in addition to playing the game. Furthermore, many people who do not play games themselves but watch game streaming on online platforms, such as Twitch, YouTube, Kick, TikTok, and Facebook.

Video game localization involves the complex task of adapting a game's content for a different region. This process includes translating text, adjusting visuals, and incorporating cultural nuances to ensure the content resonates with the new audience. The main goal in gaming localization is to preserve the game's tone, style, and overall user experience. Various game elements require careful translation, such as user interface information, character dialogues, NPC prompts, quest texts, in-game announcements, instructions, and subtitles. Poor translations can disrupt the immersive experience, as exemplified by the notorious "All Your Base Are Belong To Us" error.

This highlights the crucial importance of precise localization, which goes beyond basic machine translation to achieve high-quality results (Pascal, 2024).

However, the Thai gaming industry has significantly improved the quality of translation in Thai version of video games over the years. Far Cry 6, in its Thai version, has received numerous compliments from Thai gamers and gaming reviewers for its exceptional translation. GamingDose, a channel on YouTube platform, reviewed it as “It is a very well-translated Thai version; it may set the standard for other games. Beyond good translation, it effectively uses words, idioms, and localization to suit Thai understanding.” This game, intended for adults, consist of blood and gore, intense violence, mild sexual themes, strong language, use of drugs and alcohol. The high-quality translation in Far Cry 6 represents a new level in the Thai gaming industry, as translating offensive language requires a nuanced approach.

Therefore, this study aimed to investigate the most common translation strategies for translating swear words from English to Thai, alongside ranking the offensiveness of English swear words found in the video game Far Cry 6. Swear words were collected from gaming video creators who have played Far Cry 6 on YouTube. The findings from this research could assist game translators and companies in Thailand in improving the quality of swear word translations, ultimately leading to more accurate translations and a more enjoyable gaming experience for Thai players.

1.2 Research Objectives

This research aims to:

1. To examine the swear words present in the Far Cry 6 video game
2. To investigate the degree of offensiveness of the swear words used in the Far Cry video game
3. To examine the translation strategies commonly employed in rendering swear words from English to Thai in the Far Cry 6 video game

1.3 Research Questions

This research will answer the following questions:

1. What are the swear words present in the Far Cry 6 video game?

2. What are the degrees of offensiveness of the swear words used in the Far Cry 6 video game?

3. What are the translation strategies frequently used in rendering swear words from English to Thai in the Far Cry 6 video game?

1.4 Definitions of Terms

1. Swear words are offensive or rude words used to express strong emotions, with functions ranging from causing offense to fostering social bonds. Their usage is highly context-dependent, influenced by cultural, social, and individual factors.

2. The level of offensiveness refers to the level of offensiveness of swear words ranges from mild to strong, depending on the context and societal norms. Classification systems of Ofcom (2021) help to categorize these words, providing guidelines for their acceptable use in media, entertainment, and public discourse.

3. Translation strategies refer to the methods used for translating swear words from a given source text to a target text. In this research, the source text is English and the target text is Thai.

1.5 Scope of the Study

The study concentrates on the swear words presented in 15 operations in the Far Cry 6 video game. These swear words were extracted from subtitles, encompassing dialogue exchanges and monologues delivered by characters across various gameplay scenarios and cut scenes, representing diverse gender identities including male, female, and LGBTQIA+. Its objective is to study the level of offensiveness of these swear words and identify translation strategies employed in rendering them from English to Thai. Due to the time limitations in conducting the study, the data were collected from gaming video creators on YouTube channels who had played the game.

1.6 Significance of the Study

The findings of this study will be significant for translators, particularly those operating in the gaming industry. By examining the translation strategies commonly employed in rendering swear words from English to Thai in the video game Far Cry 6

and ranking the degree of offensiveness in each swear word found, this research aims to provide valuable findings to aid in more effective translation practices.

Such findings may assist translators in approaching their work with greater precision and an understanding of the varying degrees of offensiveness in spoken communication. Translating offensive language is more challenging than translating standard language due to its nuanced nature. Ultimately, this will lead to more appropriate translations. Knowing the degree of offensiveness helps them avoid translations that might be too harsh or too mild, which can either offend the audience or fail to convey the intended intensity of the original dialogue. Different swear words carry varying degrees of emotional intensity and connotations. Accurately translating these nuances helps preserve the original tone and intent of the dialogue, ensuring that the emotional impact on the audience is similar to that of the source language. Consequently, gamers will benefit from a heightened understanding of the game's storyline and characters, resulting in a more immersive gaming experience.

Moreover, these findings will underscore the importance of translation quality and highlight current translation trends in the game industry, thereby encouraging game companies to prioritize accuracy in their products. Additionally, this study will serve as a valuable resource for future researches in related field, offering a foundation upon which further investigations into various aspects of offensive language translation can be built.

1.7 Organization of the Study

This study is structured into five chapters. Chapter one encompasses the background of the study, research questions, objectives, definition of terms, significance, scope, and organization. Chapter two delves into the review of literature and previous related studies. The subsequent chapter, chapter three, outlines the research methodology, including materials, data collection, and data analysis. Chapter four reports and discusses the research findings. Finally, chapter five concludes the study, summarizing the results and providing recommendations, while also addressing the limitations and implications.

CHAPTER 2

REVIEW OF LITERATURE

This chapter's literature review addresses the topic of swear words to create a theoretical framework for the study. Initially, definitions as well as the use of swear words are provided for a shared understanding. Following that, the ranking of offensive swear words is discussed. Finally, literature on swear word translation strategies is explored, including relevant theories, Thai sentence particles, and previous studies, to gain insights specific to translation in the gaming industry.

2.1 Swear Words

2.1.1 Definitions

Oxford Learner's Dictionaries defines the term of swear word is “a rude or offensive word, used, for example, to express anger” (Oxford University Press, 2024). This definition suggests that swearing is often associated with temperament. There are many researchers support this view. McEnery (2006, p. 2) states, “a swear word is one example of bad language that can cause offense”. Hughes (2006) mentions that people swear to vent emotions that can harm or abuse somebody. Ljung (2011) also supports this idea, stating that speakers who swear do so to express emotions, and these words often consist of offensive language and a hostile tone toward the listener.

While swear words can be used to express angry or resentment, they also have positive uses. Swearing is frequently used in private conversations, often becoming a typical and expected part of such interactions (Culpeper, 1996). It is especially common in informal spoken exchanges, particularly among close friends and intimate acquaintances (Beer Fägersten, 2012). For example, Baruch and Jenkins (2007) mentioned that swearing can be used to “enhance group cohesiveness,” and it can also be a useful substitute to physical violence (Jay, 2009). This means that uttering swear words can intensify familiarity, friendship, or built identification within a group. As Adams (2016, p. 59) notes, “we use profanity to foster intimacy with those closest to us and to promote solidarity in groups to which we’re committed.”

2.1.2 The Use of Swear Words

Based on the definitions, it can be said that the use of swear words depends on their purpose. Ruth (2004) classified swearwords into two categories: those that constitute swearing and those that relate to swearing. He also separated swearing into smaller sections to make it clearer, such as abusive swearing, blasphemy, cursing, cussing, dysphemism, epithets, euphemistic swearing, expletives, foul language, insults, invectives, oaths, obscenities, profanities, taboo words, and vulgarities. Meanwhile, Battistella (2005) categorize them into three groups: epithets, profanity, and obscenity or vulgarity. According to Avila-Cabrera's (2016) classification of offensive and taboo language, swear words fall under offensive language, which includes three subcategories: abusive swear words, expletives, and invectives. Andersson and Trudgill (1990) found that there are expletive swearing, abusive swearing, humorous swearing, and auxiliary swearing. Similarly, Pinker (2007) divided types of swearing functions into five categories:

1. **Dysphemistic swearing**, which draws attention to negativity or controversy using obscene language.
2. **Abusive swearing**, used to intimidate or abuse other parties.
3. **Idiomatic swearing**, which manages to avoid referring to the matter in question. This uses swear words in an obscure way to enhance the atmosphere, for example, to show peers that the setting is informal.
4. **Emphatic swearing**, which is used to give emphasis to something such as size or impact.
5. **Cathartic swearing**, which is used to manage pain or indicate a negative emotion or situation.

However, the use of swear words depends on factors such as the formality and purpose of the situation, the demographic characteristics of the speakers, individual tolerance for swearing, socio-cultural expectations, the perceived intentions of the swearer, the medium of communication, and the surrounding linguistic context. (Stapleton, 2022). This relates to the Neuro-Psycho-Social (NPS) theory of cursing. This theory explains why people curse and why they choose the words they do. Jay (2000) explained that the theory comprises three aspects of human behavior: neurological control, psychological restraints, and socio-cultural restrictions. The

neurological state includes pertinent brain activity, brain function/dysfunction, and emotional state. The psychological state includes age, personality, past rewards or punishments for cursing, and personal speech habits. Sociocultural setting covers the social and physical setting, speaker-listener relationships, topic of discussion, mode of communication, gender identity, and cultural affiliations.

In summary, swear words are a dynamic component of language, serving both negative and positive functions depending on the context and intent. Their usage reflects a complex interplay of emotional expression, social interaction, and cultural norms.

2.2 Ranking Offensive Swear Words

The Cambridge Dictionary defines “profane” as “showing no respect for a god or a religion, often through language” (Cambridge University Press & Assessment, 2023). Historically, using profane words that take God’s name in vain or mock church traditions has been considered deeply offensive. In the 18th century, the primary swear word was “bloody,” which was initially considered fairly respectable. However, from 1750 to 1920, it became heavily tabooed. Although controversial until the 1960s, “bloody” has since evolved into a milder swear word or an intensifier (Stephen, 2017).

Offensive swear words have changed over time, influenced by cultural attitudes toward topics such as God, sex, and excretions. In 1972, American comedian George Carlin was arrested for public obscenity after he uttered a series of swear words in his controversial routine, “Seven Words You Can Never Say on Television.” During the act, he stated: “You know the seven, don’t ya? That you can’t say on TV? Shit, piss, fuck, cunt, cocksucker, motherfucker, and tits.” Despite the controversy, modern profanity concerns have shifted, and there is now a greater variety of subjects. Viewers today do not have a fundamental right to be shielded from offensive language on TV, and there are no “banned” terms in the Code (ITV, 2021).

The Australian Classification Board (ACB) (2022) is a statutory body of the Australian government responsible for the classification and censorship of films, video games, and publications for exhibition, sale, or hire in Australia. Very mild coarse language, such as “hell” or “damn” is categorized under General (G) and restricted to religious language. Acronyms can be used in certain cases (e.g., “BS”). Words such as

“shit”, “bitch”, “ass/arse”, “dick”, and “cock” are rated as mild coarse language and fall under the Parental Guidance (PG) category.

The most unique aspect of the ACB system is the Mature (M) rating, where “fuck” can be used as long as its use has a moderate impact, is not too aggressive, and is not too frequent, according to the ACB’s determination. Very strong coarse language, such as “cunt,” typically results in a Mature Accompanied (MA 15+) rating but can occasionally be allocated within the M rating if justified by context in rare cases. Coarse language is virtually unrestricted at the Restricted (R 18+) level. The N-word can be allowed at the M classification if used in a non-derogatory manner.

The British Board of Film Classification (BBFC) (2024) conducted classification guidelines research to understand participants’ views, concerns, and expectations regarding offensive language in films. They categorized offensive language into five levels:

1. **Very mild bad language:** Allowed infrequently at the Universal (U) category (e.g., “damn”, “gosh”, “blasted”, “jeez”).
2. **Mild bad language:** Permitted at the Parental Guidance (PG) category (e.g., “hell”, “jerk”, “boogers”).
3. **Moderate bad language:** Considered inconsistently for PG and 12A/12 (Cinema and Video Release Suitable for 12 Years and Over), categories, depending on context and frequency (e.g., “prick”, “bitch”, “wanker”).
4. **Strong bad language:** Limited to the Suitable Only for 15 Years and Over (15) category.
5. **Very strong bad language:** Limited at the 15 categories by usage frequency and context, falling into the 18 rating (suitable only for adults) if used frequently (e.g., “cunt”).

The BBFC is known for its lenient ratings, such as rating “The King’s Speech” 12A/12 for “strong language in a speech therapy context” (Rating System Wiki, 2023)

The Entertainment Software Rating Board (ESRB) (2024) assigns ratings for video games and apps, including age ratings, content descriptors and interactive elements. Religious language is occasionally permitted in E (Everyone)-rated video games (e.g., “damn,” “hell”), while E10+ (Everyone 10+) titles may include mild language (e.g., “ass,” “bastard,” “bitch,” “piss”). T (Teen)-rated games can feature

moderately strong language (e.g., “shit,” “asshole,” “dick,” “pussy,” “prick,” “nigga”), whereas M (Mature)-rated games typically allow strong language (e.g., “fuck,” “motherfucker,” “cunt”). There are a few exceptions to these general trends, such as certain versions of *Crazy Taxi* and *The Orion Conspiracy*. Unlike other rating boards, the ESRB does not consider “cocksucker” to be strong language.

The Pan-European Game Information (PEGI) (2023) system helps European consumers make informed decisions when buying video games or apps through age recommendations and content descriptors. PEGI’s stance on language is stricter than the ESRB’s: any use of profanity even mild terms like “damn” or “hell,” results in a PEGI 12 rating. The PEGI 12 rating covers mild to moderate language, including racial slurs, while sexual expletives (e.g., “fuck,” “cunt” and their derivatives, including sexual insults such as “motherfucker” and “cocksucker”) receive an automatic PEGI 16 rating.

The UK communications regulator Ofcom (2021), in collaboration with Ipsos MORI, researched public attitudes towards offensive language on TV and radio to understand audience acceptability. This data serves as a Quick Reference Guide for broadcasters and stakeholders, ensuring that the context of potentially harmful information is justified and children are protected from inappropriate content. This handbook is widely used as a broadcasting code by television networks and websites, such as ITV, Channel 4, Digital Spy, and LADbible. Ofcom (2021) categorized 186 English words into three broad groups based on offensiveness:

1. **Mild:** Words unlikely to concern audiences in most circumstances, requiring limited context.
2. **Moderate:** Words more offensive than mild, with context considered based on audience expectations.
3. **Strong:** The most offensive words, requiring justified context.

Ofcom’s research builds on earlier studies conducted in 2005, 2010, and 2016, expanding the list of words and revising the categorization of offensive language to reflect evolving societal norms and shifting public attitudes. Striking the right balance in broadcasting regulations remains essential: broadcasters must be able to portray real-life situations authentically while remaining sensitive to what audiences find offensive—and understanding the reasons behind those perceptions. Thus, the

researcher applied Ofcom's Quick Reference Guide (2021) to rank the offensiveness of the swear words for this study, as it provides the clearest classification.

2.3 Swear Word Translation Strategies

2.3.1 Theories of Swear Word Translation Strategies

Cambridge Dictionary defines translation as “something that is translated, or the process of translating something, from one language to another” (Translation, n.d.). This perspective aligns with Catford's (1965) definition of translation, which describes it as the substitution of text in the source language (SL) with an equivalent text in the target language (TL). Similarly, Newmark (1988) defines translation as “rendering the meaning of a text into another language in the way that the author intended the text.” His definition emphasizes that translation involves more than simply replacing words or phrases with synonyms; rather, it requires a deep understanding of the source text's underlying message. Effective translation involves conveying the full meaning, intention, and style of the original work in the target language, preserving both content and context.

Translating swear words requires more consideration than ordinary translation. Hariyanto (2017) emphasized that translators are required to produce translations that are acceptable and culturally appropriate for the target text (TT) readers. Baker (2011) offered a solution for dealing with taboo expressions, suggesting that in some translation contexts, being polite can be more important than being accurate to avoid giving offense. Therefore, specific strategies are applied to ensure TT readers receive the same message as the source text (ST) without being offended. In society, the use of taboo words is limited and culturally agreed upon, often due to religious disapproval (Wajnryb, 2005). These words are considered excessively strong, dangerous, or mysterious within a social context and can lead to harm, torment, or distress (Allan & Burridge, 2006). Interestingly, the perception of taboo words has evolved, and they are now seen as “offensive” rather than “completely forbidden.” They can be used in formal settings like weddings, as well as in inappropriate situations involving swearing (Hughes, 2006).

Various frameworks exist for translating offensive language. Settanyakan (2021) identified five translation strategies from Newmark's eight methods for translating taboo words:

1. **Faithful translation:** This method focuses on accurately conveying the contextual meaning of the original text in terms of grammar and vocabulary, ensuring that the translation stays true to the author's original intent.
2. **Semantic translation:** Similar to faithful translation, this approach also prioritizes aesthetic value, making the translation sound pleasing and natural by avoiding repetitive words in the same sentence. It allows some flexibility in maintaining fidelity to the source text.
3. **Free translation:** This strategy involves translating the text without strictly following the original structure and style of the source text.
4. **Idiomatic translation:** This method adapts the translation to include colloquial expressions and idioms from the target language's culture, aiming to evoke the same emotions and nuances as the original text.
5. **Communicative translation:** The main focus of this approach is to effectively convey the message of the original text in a way that is both understandable and acceptable to the target audience, ensuring the translation is clear and comprehensible.

These methods are referred to as "global strategies," indicating their use for translation purposes by the translator.

Pedersen (2011) proposed a model for translating culture-bound terms, which includes six strategies categorized into Source Text (ST) and Target Text (TT) oriented translations.

ST-Oriented Strategies:

1. **Retention:** This strategy involves rendering the culture-bound term into the target language either completely (complete retention) or with slight adaptations (TL-adjusted). It is the most faithful approach, as it maintains the ST term entirely in the TT (Pedersen, 2005). Faithfulness here refers to how much the ST lexis is preserved in the TT, and this strategy is primarily used for translating nouns.

2. **Specification:** This strategy is divided into addition and completion. It occurs when the culture-bound term is left untranslated, but additional information is provided for clarification. This can happen through explicitation or addition. Explicitation makes implicit meanings explicit or expands shortened names or acronyms. Addition involves adding latent information from the ST to clarify the meaning (Pedersen, 2005).
3. **Direct translation:** Used for translating the names of institutions and common names (Pedersen, 2005), this strategy involves word-for-word translation, which can be further divided into calque (a type of exoticism that conveys an intact literal translation) and shifted translation.

TT-Oriented Strategies:

1. **Generalization (Superordinate Term or Paraphrase):** This strategy renders the culture-bound term less specifically in the TT than in the ST, using more general terms. It involves using hypernyms (general terms) and hyponyms (specific terms); while addition uses hypernyms, generalization uses hyponyms.
2. **Substitution (Cultural or Situational):** This occurs when a culture-bound term from the ST is replaced with a culture-bound term from the TT.
3. **Omission:** This strategy involves omitting the culture-bound term from the ST entirely, without rendering it in the TT.

According to Behzad and Salmani (2013), there are three possible scenarios when translating taboo terms: 1) the taboo term in the first language (L1) is not taboo in the second language (L2), 2) the taboo term in L1 is also taboo in L2, and 3) a term that is not taboo in L1 is considered taboo in L2. In scenario (1), the translator can easily translate the word without any issues. However, in scenarios (2) and (3), the translator must find alternative ways to convey a meaning and feeling that is similar and acceptable in the second language.

However, Davoodi (2009) proposed a framework addressing cultural issues in translation, offering four strategies for translating offensive and taboo language. The first strategy is censorship, also known as deletion or omission, where offensive words

are left out or not translated into the target language. The second strategy involves substituting the taboo word with another word in the target text, although this approach can sometimes distort the original meaning. The third strategy, “taboo for taboo,” seeks a target text taboo word with a similar meaning to the source language taboo word. The fourth strategy is applying euphemism, which translates the taboo word into a more accepted or less offensive expression in the target language. These strategies are referred to as “local strategies” for translating offensive language (Settanyakan, 2021).

2.3.2 Thai Sentence Particles

According to the “Dictionary of Linguistics and Phonetics” (2008), in tagmemics, a “particle” refers to “a linguistic unit seen as a discrete entity, definable in terms of its features.” In modern usage, a particle is a function word that helps impart meaning to another word or phrase (Wikipedia, n.d.). The Latin root of “particle” means “a share” or “part” (Richard, 2019). Traditionally, it refers to a part of speech that cannot be inflected. Although particles may have intrinsic meaning and can fit into other grammatical categories, their primary role is to add context to a sentence, expressing mood or indicating a specific action (Wikipedia, n.d.).

In English, certain phrases and words serve to convey mood rather than specific meanings. For instance, “oh well” is used primarily to express a feeling. Similarly, in the phrase “look up” (as in “look up this topic”), “up” acts as a particle indicating the action of researching, rather than directing someone to physically gaze upwards. The use of particles varies across languages, both in frequency and function. In Hindi, particles might serve as honorifics or to emphasize or negate statements. Some languages have clearly categorized particles. For example, Chinese distinguishes between three types of zhùcí (助詞; ‘particles’): structural particles for grammatical relationships, aspectual particles for grammatical aspects, and modal particles for expressing modality. Conversely, Polynesian languages, which lack extensive inflection, rely heavily on particles to indicate mood, tense, and case (Wikipedia, n.d.).

Joseph (1989) divided Thai particles into four types: those signalling speaker-addressee relationships; those calling for a response from the addressee; those signalling the speaker’s response to the verbal or situational context; and those signalling the contextual orientation of the utterance in question. However, the Thai

language has seven categories in parts of speech: คำนาม (noun), คำสรรพนาม (pronoun), คำกริยา (verb), คำวิเศษณ์ (adverb and adjective), คำบุพบท (preposition), คำสันธาน (conjunction), คำอุทาน (interjection). Thai particles are categorized into คำวิเศษณ์ (kham wi set) and คำอุทาน (kham uthan).

For example, the word “เว้ย” (woei) is categorized into คำวิเศษณ์ (kham wi set), used at the end of a sentence for calling out, asking, answering, or expressing coarseness, typically in an impolite or familiar manner. Examples include “แดงเว้ย (Deang **woei**)” —where “Daeng” is a name that means “red” in English—, “ไปไหนเว้ย (pai nai **woei**)” meaning “Where are you going?”, “ไปตลาดมาเว้ย (pai talat ma **woei**)” meaning “I went to the market”, and “เบื่อจริงเว้ย (buea ching **woei**)” meaning “So bored!”. Another category is คำอุทาน (kham uthan), used to express doubt or dissatisfaction. For example, “เว้ย! (**woei!**)” meaning “Hey!” and “ไม่มีใครอยู่สักคนเลยเว้ย (mai mi khrai yu sak khon loei **woei**)” meaning “There's no one here at all!”. From these examples, it can be seen that particles frequently occur in sentence-final position, but they may also occur medially. For example, “อะไรวะเนี่ย (arai **wa** nia)” meaning “What the heck is this?”. Particles can appear in sequences of up to six particles in sentence-final positions, although their sequential possibilities are somewhat reduced in medial occurrences (Joseph, 1989).

When translating English swear words to Thai, the Thai impolite particle carries a similar level of offensiveness as the source text. For instance:

- “What the *fuck*?” translates to “อะไรวะเนี่ย? (arai **wa** nia)”
- “Let's get the *fuck* out of here.” translates to “รีบเฟ่นกันดีกว่าไว้ย (rip phen kan di kwa **woi**)”
- “Fucking go!” translates to “ไปสิเว้ย! (pai si **woei**)”

For this study, the researcher posits that effective translation of swear words should incorporate a combination of Davoodi's (2009) translation strategies and the use of Thai sentence particles. Accordingly, the following five strategies will be employed: censorship, substitution, taboo for taboo, applying euphemisms, and Thai sentence particles.

2.4 Previous Related Studies

This section will explore previous studies related to the translation of swear words. It will first present research in the book and movie industries before examining studies in the gaming industry, both in Thailand and abroad.

2.4.1 Studies on Translation in Books and Movies

Suebtep and Rattanawanipun (2019) examined the English-to-Thai translations of the Fifty Shades trilogy, a well-known erotic novel series that was later adapted into films. The study aimed to indicate the translation strategies applied in sexually taboo words on the books. They compiled 642 sexually taboo word from Fifty Shades of Grey, Fifty Shades Darker, and Fifty Shades Freed. There were 8 translation strategies found in the novels: 170 substitution, 139 generalization, 87 omission, 76 specification, 69 calque, 45 shifted direct translation, 44 loan, and 12 compensation. From the finding, they summarized that Thai cultural perspective affects to use translation strategies of sexually taboo words. To avoid mentioning it directly, Thai translators frequently use metaphors or remove it from their translations.

Settanyakan (2021) analyzed translation strategies of taboo words in global and local areas. The top-ranked 20 films of 2019 from the Box Office were selected to collect the data in English to Thai subtitles. She found 230 taboo words and analyzed them in two parts. There were six strategies utilized in global translation strategy in the following order of frequency: communicative translation (54%), free translation (18%), non-translation (15%), semantic translation (8%), faithful translation (4%) and idiomatic translation (1%). For local translation strategy, there were five strategies employed by professional translators: Taboo for taboo (44.4%), taboo with euphemism (20.4%), censorship (14.8%), applying euphemism (13%) and substitution (7.4%).

Abdelaal and Al Sarhani (2021) investigated subtitling strategies of swear words and taboo expressions translated from English into Arabic in Training Day, an American crime thriller movie. They collected the data from both English and Arabic version and found 40 words in the movie. The results showed that the most often used subtitling strategies were omission followed by euphemistically, direct translation, rendering informal language into formal language, specification, and generalization,

respectively. They concluded that two of the most common strategies were used by the subtitler because of Arab cultural constraints and conservative society.

Andini and Amilia (2022) conducted a study on English–Indonesian swear word translation in *Shaft*, an American action-comedy film. The study aimed to identify the types of swear words used and the translation techniques applied. A total of 61 swear words were collected from both the English and Indonesian subtitles. The findings revealed four types of swear words: idiomatic, abusive, cathartic, and emphatic. In terms of translation strategies, three techniques were identified: amplification, adaptation, and reduction. The researchers concluded that translators should seek equivalent expressions in the target language that convey the meaning and intensity of the source language profanity.

Nazari Robati and Zand (2018) explored translation strategies and types of taboo terms in *The Absolutely True Diary of a Part-Time Indian*, a novel by Sherman Alexie. The researchers gathered 150 taboo terms in both English and Persian version. The data was classified into nine types of taboo terms: sexual references or body parts, psychological or physical conditions, violence, animal names, drugs or excessive alcohol consumption, urination or scatology, filth, profanity or blasphemy, and ethnic or racial or gender slurs. Moreover, the frequency of translation strategies of taboo terms in order of appearance were substitution, taboo for taboo, censorship, and euphemism.

Maudila and Basari (2015) examined translation strategies for translating dirty words and phrases from English to Indonesian in *The Wolf of Wall Street*, an American crime drama film. The researchers collected 76 instances of dirty language, focusing exclusively on the utterances of the main character, Jordan. The analysis revealed that free translation was the most frequently used strategy, appearing 37 times, as the translator employed techniques such as paraphrasing, omission, and addition. This was followed by literal translation (16 occurrences), adaptation (9), faithful translation (6), and both semantic and communicative translation (3 each), with idiomatic translation being the least used (2 occurrences). The minimal use of idiomatic translation was attributed to the translator's preference for conveying the literal meaning over more colloquial or culturally adapted expressions.

2.4.2 Studies on Translation in Games

Toedtoontrakool (2020) studied translation strategies of non-equivalence at the word level in a video game named *The Sims 2* from English to Thai. She analyzed the data of 35 non-equivalent words from 30 dialogue boxes and found that there were four translation strategies. The highest-used translation strategy was loan words or loan words plus explanations (27 times), followed by cultural substitution and paraphrase (3 times), and omission (2 times). She concluded that according to the Skopos Theory of game localization, translators should be careful with the circumstances of each in-game text in order to provide a decent translation and satisfying gaming experiences to target users.

Chaichanakijpong and Keawsuwan (2022) investigated localization strategies used in translating terms and expressions from Mandarin to Thai in five Chinese online games: *王者荣耀* (League of Kings), *天涯明月刀* (Moonlight Blade), *乱世王者*, *天龙八部手游*, and *御龙在天手游*. The researchers focused on technical words and phrases found in the user interfaces of these games. Their findings revealed that the most commonly used strategy was Thai literal translation (151 instances), followed by Thai free translation (145), paraphrasing into Thai with the use of loanwords (127), and English literal translation (71). They concluded that terms and expressions in online games often consist of various elements, including text, symbols, and graphics. Therefore, translators must apply appropriate strategies to ensure consistency and clarity in the target language. Additionally, symbols from the source language should be preserved in their original form to maintain meaning and visual coherence.

Lastly, Wibowo (2021) explored translation techniques and translation quality in the user interface of *Dragon Nest North America*, an MMORPG video game. He collected 204 data points from both the English and Indonesian versions, focusing on game-related words, phrases, and clauses found in menu text assets. The analysis identified 13 translation techniques used in the game, including: pure borrowing (117 instances), established equivalence (33), modulation (23), amplification (21), reduction (5), adaptation (3), implication (3), particularization (3), transposition (3), discursive creation (2), variation (1), and generalization (1). (Note: amplification was mistakenly listed twice in the original source.) In addition, Wibowo used a questionnaire rated by

a Focus Group Discussion (FGD) to assess translation quality across three dimensions. The findings revealed an accuracy score of 2.84, categorized as accurate; an acceptability score of 1.53, considered unacceptable; and a readability score of 2.22, classified as less readable. He concluded that the overall quality of translation is closely tied to the choice of translation techniques.

From these previous studies, it is evident that the translation of swear words in the gaming industry is less prevalent than in the book and movie industries. Additionally, most game translation studies have focused on translating the user interface rather than the storyline. However, as we move further into the digital era, video games have become more widespread and accessible than ever before. Their graphics have also reached higher quality, attracting audiences of various ages who watch gameplay on online platforms.

In Thailand, this area of research remains largely unexplored. The limited search results in Thai online databases indicate that this field is relatively new in the Thai context and merits further investigation. Given these points, the researcher decided to examine the translation of swear words in video games and apply a framework for translating taboo terms, as used in the studies by Nazari Robati and Zand (2018) and Settanyakan (2021). This framework is deemed the most effective for translating swear words. By focusing on this area, the research aims to fill a gap in the current literature and provide insights into the unique challenges and strategies involved in translating swear words in video games.

2.5 Summary

This chapter presented the literature relevant to the study, including the definition of swear words, the use of swear words, principles for ranking the offensiveness of swear words, theories of swear word translation, and a review of previous studies. This literature will serve as the foundation to achieve the research objectives outlined in the next chapter.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides the description of the research methodology employed in this study to explore the level of offensiveness of swear words in the Far Cry 6 video game and to investigate which translation strategies are the most frequently used for the English to Thai translation of swear words in the game. To complete the research objectives, the description includes (3.1) Material, (3.2) Offensive Classification (3.3) Data Collection, and (3.4) Data Analysis.

3.1 Material

The Far Cry 6 video game was chosen as the subject for this study. It is the sixth numerical game in the Far Cry series, developed and published by Ubisoft Entertainment SA (2020). Released on October 7, 2021, it is available for PS4, PS5, Xbox Series X, and PC platforms. There are 14 available language options, including English and Thai.

Far Cry 6 is a first-person shooter game set on Yara, a fictional Caribbean island ruled by the authoritarian dictator “El Presidente” Antón Castillo, who is determined to restore his nation’s former glory by any means necessary. His regime faces growing resistance, particularly as his son, Diego, begins to follow a violent path reminiscent of his father’s. This repressive regime sparks a revolution, with players assuming the role of Dani Rojas, a native Yaran, joining a contemporary guerrilla uprising aimed at liberating Yara from Castillo and his regime.

Far Cry 6 has received a rating of PEGI (Pan European Game Information, 2017) 18, which restricts availability to adults only and is unsuitable for persons under 18 years of age. This rating is attributed due to the game’s depiction of graphic and realistic violence, such as brutal machete takedowns, dismemberment, torture, beatings, hangings, and the execution of unarmed civilians. Players will encounter scenes featuring bloodshed and gory imagery. Additionally, the game contains strong language, including the words “fuck” and “motherfucker,” along with frequent visual

and verbal references to illegal drugs like cocaine and opium, as well as depictions of drug use.

The Thai-translated version of *Far Cry 6* has received positive feedback from both gamers and gaming reviewers. The YouTube channel **CONSOLE GAMER STATION** commented, “The localization to Thai is not only satisfactory but exceeds expectations in many aspects. The translation is well done, using metaphors, idioms, and proverbs better than some movies.” The channel awarded the localization a perfect score of 10 out of 10. These linguistic elements—particularly the use of figurative language—are the primary focus of the present study conducted by the researcher.

The findings from this study can benefit translators by analysing the translation strategies used for rendering swear words from English to Thai in this game. This will help them achieve a more precise and appropriate translation. Furthermore, it will encourage game companies to emphasize the importance of translation quality and highlight current trends in the industry. Additionally, the research will serve as a useful resource for future studies in related field, supporting further exploration into translation of offensive language.

3.2 Offensive Classification

Public Attitudes to Offensive Language on TV and Radio (2021) by Ofcom and Ipsos MORI was used to classify the offensiveness of swear words in this study. This document serves as a Quick Reference Guide summarising views on the acceptability of individual words on TV and radio. It researches the views of participants on the acceptability of specific words and phrases being broadcast on scheduled TV both before and after the watershed (9 pm to 5:30 am). There is no watershed on radio, where the broadly comparable concept of times “when children are particularly likely to be listening” is used.

The findings from this survey categorize each word into three broad groupings:

1. **Mild:** Words in this category are unlikely to concern audiences in most circumstances and require limited context.
2. **Moderate:** These words have a greater potential for offence than mild words and require a higher level of context based on what audiences would reasonably expect.

- 3. Strong:** These words are perceived as highly offensive and need clear and strong contextual justification for broadcast.

They provide a summary table for each of the nine categories of offensive language. This is based on the overall pattern of views seen in the ratings for each word assessed in the survey, alongside the findings from the qualitative discussions. Table 3.1 demonstrates research participants generally rated swear words.

Table 3.1

How Research Participants Generally Rated Swear Words

How research participants generally rated swear words		
Mild	Moderate	Strong
Bint	Bastard	Fuck
Bitch	Bellend	Motherfucker
Bloody	Bloodclaat	
Bugger	Bumberclat	
Chav	Dickhead	
Cow	Shit	
Crap	Shite	
Damn	Son of a Bitch	
Douchebag	Twat	
Effing		
Feck		
Ginger		
Git		
Minger		
Pissed		
Pissed off		
Sod off		
Uppity		

Note. From Public Attitudes to Offensive Language on TV and Radio: Quick Reference Guide (2021, p. 5)

This document aims to provide all stakeholders, especially broadcasters, with useful information about how acceptable or unacceptable viewers and listeners regard the broadcast of specific potentially offensive words.

3.3 Data Collection

YouTube served as an online platform where data was collected from gaming video creators who have played Far Cry 6. Accordingly, Far Cry 6 is a massive video game offering a multitude of activities including main missions and side quests that the gamers can independently do, such as races, base-building, treasure hunts, cock fights, weapon customizing, and more. Given the diverse range of activities within the game, collecting data from gaming channels on YouTube seemed to be the most effective way for capturing the variety and quantity of swear words.

3.3.1 Instruments

Two research instruments were employed to address the research questions.

The first instrument aimed to categorize swear words based on their level of offensiveness, drawing upon a framework adapted from Ofcom's *Public attitudes to offensive language on TV and Radio: Quick Reference Guide* (2021). Swear words were classified into three categories: mild, moderate, and strong, ranking from mild being 'the least offensive' to strong being 'the most offensive'.

The second instrument utilized frameworks based on Davoodi (2009) and Thai sentence particle to identify the translation strategies used for swear words from English to Thai in the Far Cry 6 video game. These strategies encompassed the following:

1. **Censorship:** This technique omits vulgar words in the target text. For example,
 - Source text: "It's *fucking* fate."
 - Target text: "มันเป็นลิขิต" (It's fate.)
2. **Substituting:** The meaning of the target text differs from the source text but still carries offensiveness. For instance,
 - Source text: "People see me, they think *fuckup*."
 - Target text: "แต่พอคนเห็นฉัน เขาก็ว่า...ไอ้ขี้แพ้" (People see me, they think *loser*.)

3. Taboo for Taboo: The meaning of the target text is equivalent to that in the source text. For instance,

- Source text: “This is a *fucking* waste of time.”
- Target text: “เสียเวลา**ชิบหาย**” (This is a *fucking* waste of time.)

4. Applying Euphemism: This strategy is used to translate swear words in a more socially acceptable manner in the target text, while still preserving the original meaning.

For instance,

- Source text: “We’re *fucked*.”
- Target text: “เรา**ชวยแน**” (We’re *screwed*.)

5. Thai Sentence Particle: Used to emphasize the profanity in a sentence but is otherwise meaningless. For example,

- Source text: “What *the fuck*!”
- Target text: “อะไรวะ**เนี่ย!**” (What *the fuck*!)

By employing these strategies, the study aims to provide a detailed analysis of how offensive language is handled in the translation process, contributing to a better understanding of translation practices in the gaming industry.

3.3.2 Procedure

The data was collected from 8 YouTube channels by gaming video creators who played Far Cry 6 and published their gameplay experiences on the platform. Initially, the researcher gathered English swear words from the game subtitles, which included all monologues and dialogues of the characters in the video game. Two YouTube channels provided data in English: theRadBrad, with 37 videos totalling 21 hours, 35 minutes, and 55 seconds, and HEARTROCKER, with 14 videos totalling 11 hours, 13 minutes, and 4 seconds.

Subsequently, the researcher collected translated text in the Thai language from 6 Thai gamer channels: Bay Riffer with 5 videos totalling 4 hours, 57 minutes, and 45 seconds; Art AirsoftGun with 16 videos totalling 17 hours, 22 minutes, and 56 seconds; Lanna Jr. with 18 videos totalling 12 hours, 52 minutes, and 45 seconds; Hackshot with 6 videos totalling 25 hours, 17 minutes, and 22 seconds; Shiney with 15 videos totalling

14 hours, 40 minutes, and 33 seconds; and Phirun Thuala (พิรุณ ท้วหล้า) with 19 videos totalling 12 hours, 21 minutes, and 16 seconds.

After noting all the swear words on a datasheet, each word was checked against the nine categories of offensive language from Ofcom's *Public attitudes to offensive language on TV and Radio: Quick Reference Guide* (2021) to include only swear words and remove irrelevant ones. Subsequently, operations with both English and Thai versions were selected for further analysis.

The collected data was organized into a datasheet using Microsoft Excel to document the swear words found in the Far Cry 6 video game across eight gaming channels on YouTube, as illustrated in Table 3.2 below.

Table 3.2

Documentation of Swear Words Found in Far Cry 6 Video Game

Operation	No.	Swear Word	Source Text	Translated Text

3.4 Data Analysis

The study focused on selecting swear words from 15 main operations in Far Cry 6 video game, which were deemed essential for data analysis. The data analysis was divided into two sections: statistical, and qualitative analysis, to serve the objectives of the study.

3.4.1 Statistical Analysis

Frequency and percentage analyses were conducted using Microsoft Excel as analytical tools to rank swear words based on their level of offensiveness, from the most to the least offensive. Additionally, these analyses were employed to determine the

most frequently used translation strategies for swear words from English to Thai in the game after identification.

3.4.2 Qualitative Analysis

Identifying the Offensive Levels of Swear Words: To address the first objective of the study, Ofcom's framework (2021): *Public attitudes to offensive language on TV and Radio: Quick Reference Guide* was applied to rank English swear words based on their level of offensiveness.

Table 3.3

Identifying the Level of Offensiveness of Swear Words

Operation	No.	Swear Word	Offensive Level	Source Text	Translated Text

Classifying English to Thai Translation Strategies of Swear Words: The researcher applied the framework developed by Davoodi (2009) along with Thai sentence particles to identify the translation strategies for rendering swear words from English to Thai. To ensure accuracy, the categorized data was verified by advisors again.

Table 3.4

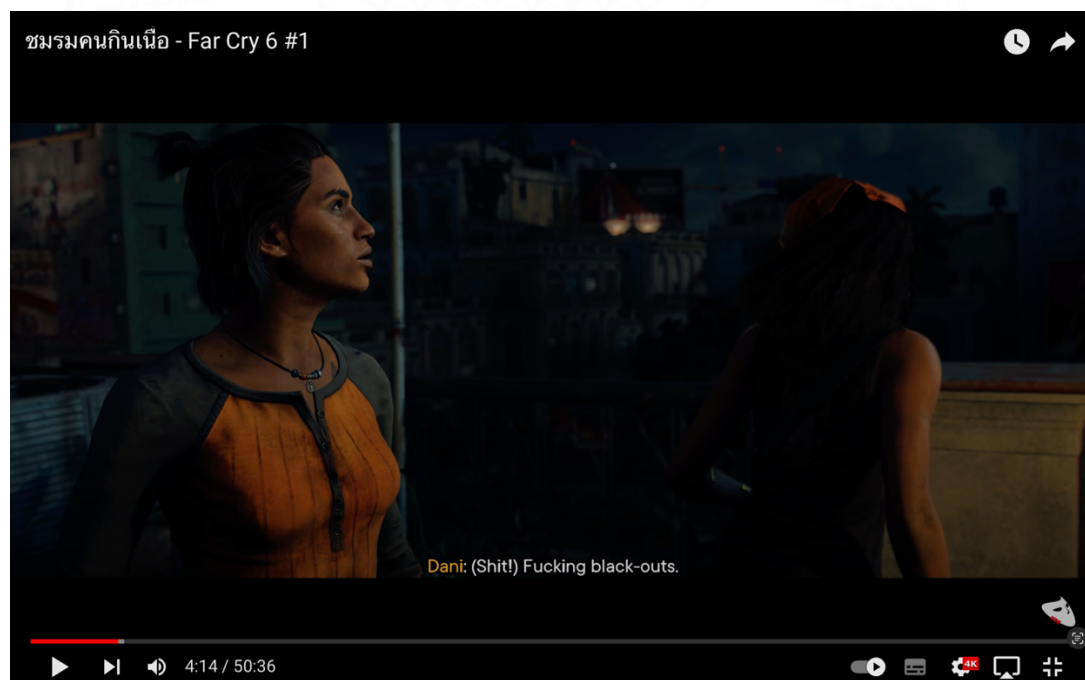
Classification of the English to Thai Translation Strategies of Swear Words

Operation	No.	Swear Word	Offensive Level	Source Text	Translated Text	Translation Strategy

In conclusion, this chapter described the research methodology used in the study, including the materials for data collection, data gathering techniques, and data analysis methods. The findings are reported in the next chapter.

Figure 1

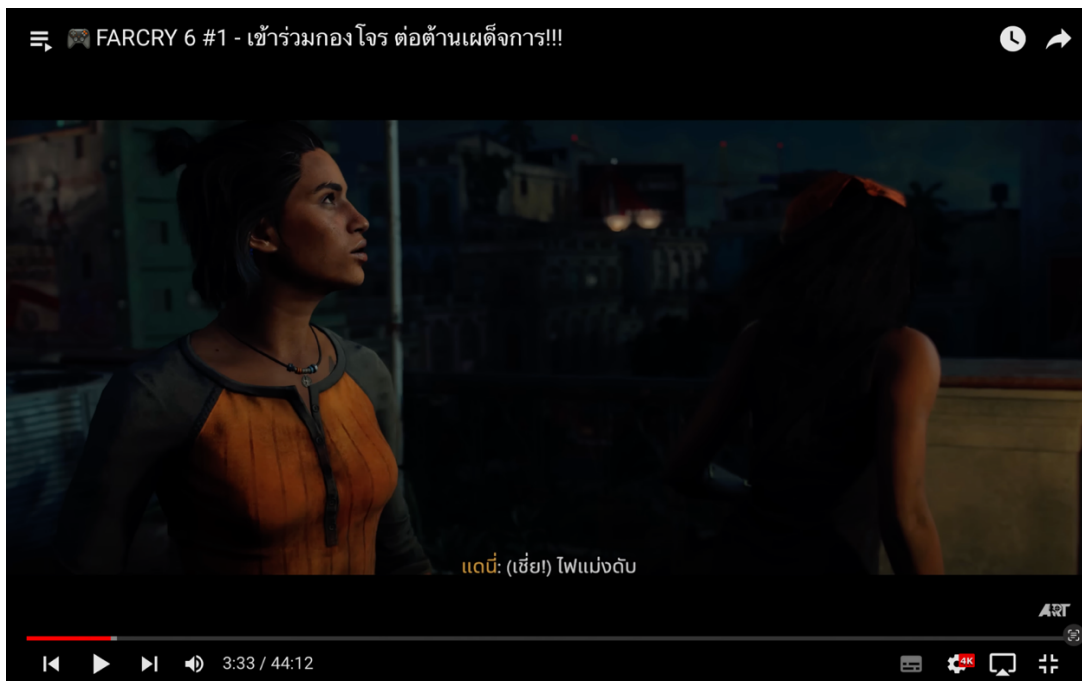
Example of the English version from the Far Cry 6 video game



Note. From the HEARTROCKER YouTube channel

Figure 2

Example of the Thai version from the Far Cry 6 video game



Note. From the Art AirsoftGun YouTube channel

CHAPTER 4

RESULTS AND DISCUSSION

This chapter presents and discusses the results obtained through the implementation of the research methodology. The findings are organized into four main sections: 1) the quantity of swear words in Far Cry 6, 2) the swear words presented in the game, 3) the offensiveness of swear words, and 4) frequencies of translation strategies applied.

4.1 The Quantity of Swear Words in the Far Cry 6 Video Game

Microsoft Excel served as the analytical tool for analysing the data collected from nine gaming channels on YouTube, which featured swear words from Far Cry 6 video game. Table 4.1 presents the quantity and example of the swear words extracted from the various operations within the game.

Table 4.1

Quantity of Swear Words from the List of Operations in the Far Cry 6 Video Game

Operation	Frequency	Percentage (%)	Example	
			Source Text	Translated Text
1. La Noche La Muerte	36	11.46	Alejo: Hey Dani. Turn that <i>shit</i> off.	อเลโฮ: เฮ้ แดนี่ ปิดมันซะ
2. Juan of a Kind	21	6.69	Dani: This is a <i>fucking</i> waste of time.	แดนี่: เสียเวลาฉิบหาย
3. Fire and Fury	17	5.41	Julio: Listen. I'm not going to <i>bullshit</i> you.	ฮูลิโอ: ฟังนะ ฉันไม่ได้ พูดเล่น
4. Libertad Rises	11	3.50	Talia: I don't sing, <i>motherfucker.</i> I RAP.	ทาลียะ: ฉันไม่ร้องเพลง ฉันแร็ปโว้ย!

5. Meet Maximas Matanzas	20	6.37	Talia: Shoot those <i>assholes</i> first.	ทาลี: ยิงพวกมัน ก่อนซี่
6. Radio Libertad	18	5.73	Bicho: No! Marquessa can <i>fuck off</i> .	บิโช: ไม่! มาร์เคสซ่า ไปตายหาได้เลย
7. Guerrilla Radio	24	7.64	Dani: <i>Damn!</i> Marquessa's got a serious light board.	แดนี: อื้อหือ มาร์เคสซ่า มีแผงไฟอลังการ ชะมัด
8. Bottle Episode	29	9.24	Bicho: People see me, they think <i>fuckup</i> .	บิโช: แต่พอดคนเห็นฉัน เขาก็ว่า...ไอ้ซี่แพ่
9. Words Like Bullets	20	6.37	Talia: And the <i>bitch</i> didn't even bat a fake eyelash.	ทาลี: ขนตาอีนียังไม่ กระดิกสักเส้น
10. Lost and Found	16	5.10	Alejo: I was supposed to be drowning in Yanqui <i>pussy</i> .	อเลโฮ: ฉันน่าจะนอน อยู่ท่ามกลาง จิมอเมริกันตั้ง นานแล้ว
11. Angel De La Muerte	24	7.64	Paolo: Viviro, the Outcasts, everything started with the <i>piece of</i> <i>shit</i> hiding in there.	เปาโล: ทั้งวิวิโร่ คนชายขอบ ทุกอย่างเริ่ม จาก ไอ้บัดซบ ที่หลบอยู่ข้าง โน้น
12. Our	20	6.37	Jonron: So, I'm	โฮโรน: แล้วฉันก็เลย

Right to Party			<i>pissed.</i>	โมโห
13. Justicia Montero	16	5.10	Dani: <i>Holy shit</i> , it actually works.	แดนี่: เซร็ดเซ้ใช้งานได้ จริงว่ะ
14. The Lion's Den	25	7.96	Dani: Who the <i>fuck</i> knows what Castillo's doing to Clara.	แดนี่: ใครจะรู้ว่า 'ไอ้คาสติโญ มันทำอะไร คลาร่าอยู่
15. The Battle of Esperanza	17	5.41	Juan: Enjoy every <i>goddamn</i> minute, Dani.	ฮวน: ขอให้สนุกกับทุก นาทีเว้ย แดนี่
Total	314	100		

According to Table 4.1, there were a total of 314 swear words found across 15 main operations in the Far Cry 6 video game. La Noche La Muerte operation had the highest count of swear words, with 36 occurrences (11.41%). This operation is the prologue of Far Cry 6; hence, nearly all 9 YouTube gaming channels have completed it in their published video. Operation 2 to 4 follow a chronological storyline, guiding players through missions, yet the second highest count of swear words, 29 occurrences (9.24%), was discovered in the 8th operation, Bottle Episode. From operation 5 onwards, missions become open-ended, allowing players greater freedom in selecting and completing tasks. The third highest count of swear words, 25 occurrences (7.96%), was recorded in The Lion's Den operation, followed by Guerrilla Radio and Angel De La Muerte with 24 occurrences each (7.64%). Juan of a Kind featured 21 swear words (6.69%), while Meet Maximas Matanzas, Words Like Bullets, and Our Right to Party each contained 20 swear words (6.37%). Radio Libertad included 18 swear words (5.73%), while Fire and Fury and The Battle of Esperanza had 17 swear words each (5.41%). Lost and Found and Justicia Montero contained 16 swear words each (5.10%), and Libertad Rises had 11 swear words (3.50%).

4.2 The Swear Words Presented in the Far Cry 6 Video Game

Table 4.2 illustrates the swear words presented in the Far Cry 6 video game, comprising a total of 314 words.

Table 4.2

Swear Words Presented in the Far Cry 6 Video Game

Swear Words	Frequency	Percentage (%)	Meanings	Examples
1. Ass (noun)	12	3.82	- Buttocks - A stupid, stubborn, or detestable person	- Espada: Now get your ass over here. - Espada: Let's kick some ass .
2. Balls (noun)	2	0.64	Testis	Bicho: But if she comes for me Dani, protect my balls! OK?
3. Bastard (noun)	1	0.32	An offensive or disagreeable person—used as a generalized term of abuse	Dani: Vicious bastards .
4. Bitch (noun)	7	2.23	Malicious, spiteful, or overbearing woman—used as a generalized term of abuse and disparagement for a woman	- Talia: Don't play dumb, bitch . - Alejo: You lucky bitch!

5. Cock (noun, verb)	1	0.32	- Penis - To interfere with the sexual advances of (someone, especially a man) towards another person—sometimes used figuratively	Bicho: But Yara's old-ass network is cockblock -ing me.
6. Damn (exclamation)	8	2.55	To swear at: CURSE—often used to express annoyance, disgust, or surprise	Dani: Damn! Marquessa's got a serious light board.
7. Dickhead (noun)	1	0.32	A stupid, contemptible, or annoying man	Bicho: Marquessa is jamming my signals- -Overriding me with dickhead Anton--
8. Dumb (adjective)	1	0.32	Stupid	Talia: Don't play dumb , bitch.
9. Fuck (verb, noun)	192	61.15	- To engage in coitus with—sometimes used interjectionally with an object (such as a personal or reflexive pronoun) to express	- Talia: AHHH! Mi amor! I could fuck your brains out but we gotta get ready!

			anger, contempt, or disgust	- Dani: <i>Fuck</i> Lita, this is all my fault.
			- Used especially with <i>the</i> as a meaningless intensive	- Paolo: Get me <i>the fuck</i> out of here!
10. Pissed (adjective)	1	0.32	Angry, irritated	Jonron: So, I'm <i>pissed.</i>
11. Pussy (noun)	3	0.96	- Vulva - A weak or cowardly man or boy	- Talia: Should I run to America like a <i>pussy</i> instead? - Alejo: I was supposed to be drowning in Yanqui <i>pussy.</i>
12. Shit (noun)	84	26.75	- Feces, excrement - Nonsense, foolishness, crap - A bad, unpleasant, or dangerous situation or condition - Stuff - Used as an interjection	- Juan: These rounds fly straight and true, and go through kevlar like <i>shit</i> through a goose. - Bicho: You're <i>full of</i>

				<i>shit.</i>
				- Julio: Don't <i>give</i>
				<i>a shit.</i>
				- Talia: After all
				<i>the shit</i> we
				been
				through?
				- Alejo: Hey Dani.
				Turn that
				<i>shit</i> off.
				- Dani: <i>Shit.</i>
				Dead end.
13. Whore (noun)	1	0.32	A promiscuous or immoral woman	- Talia: Uncle Anton's personal <i>whore.</i>
Total	314	100		

Note. Source of Swear Words' Meaning: Merriam-Webster Dictionary

There were 13 swear words presented in the game. The word *Fuck* appeared most frequently, with 192 instances (61.15%). This word is part of word families such as *Fucked*, *Fucker*, *Fucking*, *Fuck off*, *Fuck up*, *Fuckup*, *Motherfucker*, and *Motherfucking*. The second most frequently presented swear word is *Shit*, with 84 instances (26.75%), including variations like *Shitting*, *Shitless*, *Shit-Hot*, *Piece of Shit*, *Holy Shit*, *Dogshit*, and *Bullshit*. The third most common swear word is *Ass*, with 12 instances (3.82%), including *Asshole*. This is followed by 8 *Damn* and *Goddamn*, each with 8 instances (2.55%), *Bitch* and *Son of a Bitch* with 7 instances (2.23%), *Pussy* with 3 instances (0.96%), *Ball* with 2 instances (0.64%), and *Bastard*, *Cock*, *Dickhead*, *Dumb*, *Pissed*, and *Whore*, each with 1 instance (0.32%).

However, some meanings of word families in each vulgar word found differ from the main word. To provide clarity, the meanings of each word family and examples of their expression in the game are listed below.

1. *Fuck* word families

1.1 *Fucked* (adjective): thoroughly confused, disordered, or damaged, use in a hopeless situation or position. (Definition from Merriam-Webster Dictionary)

- Dani: This is so *fucked*.
- Bicho: But everything's *fucked*.

1.2 *Fucker* (noun): a contemptible or stupid person (often used as a general term of abuse). (Definition from Oxford Languages)

- Dani: C'mon you little *fucker*, let's dance.

1.3 *Fucking* (adjective, adverb): used to emphasize a statement, especially an angry one. (Definition from Cambridge Dictionary)

- Alejo: Dani, *fucking* say something!
- Dani: Castillo's *fucking* castle.

1.4 *Fuck off* (verb): to go away. (Definition from Merriam-Webster Dictionary)

- Bicho: No! Marquessa can *fuck off*.

1.5 *Fuck up; Fucked up; Fucks up* (verb), *Fuckup* (noun): to act foolishly or stupidly: BLUNDER, to ruin or spoil especially through stupidity or carelessness: BUNGLE. (Definition from Merriam-Webster Dictionary)

- Julio: Time to *fuck up* all this Viviro bullshit.
- Talia: We hit Maria's rum factory, we *fucked up* her billboards.
- Julio: Its real name is PG-240, but we call it "the poison" because it *fucks up* your system
- Bicho: People see me, they think *fuckup*.

1.6 *Motherfucker* (noun), *Motherfucking* (Adjective): one that is formidable, contemptible, or offensive (usually used as a generalized term of abuse). (Definition from Merriam-Webster Dictionary)

- Paolo: We're going to put that sick *motherfucker* in the ground.
- Bicho: The most blessed *motherfucking* group in Yara.

2. *Shit* word families

2.1 *Shitting* (verb): to attempt to deceive: BULLSHIT. (Definition from Merriam-Webster Dictionary)

- Dani: OK, if we're **shitting** on dreams-what are you going to do if you win.

2.2 *Shitless* (adverb): be extremely frightened. (Definition from Oxford Languages)

- Paz: I'm scared **shitless**.

2.3 *Shit-Hot* (adjective): extremely good. (Definition from Cambridge Dictionary)

- Talia: Got a **shit-hot** song for that bitch, so don't fuck this up!

2.4 *Piece of Shit* (noun): something of little value or poor quality. (Definition from Merriam-Webster Dictionary)

- Talia: Why don't you come closer and check you **piece of shit**.

2.5 *Holy Shit* (exclamation): used to show that you think something is surprising, shocking, or impressive. (Definition from Cambridge Dictionary)

- Dani: **Holy shit**, it actually works.
- Guerrilla: **Holy shit** Espada. They never saw us coming.

2.6 *Dogshit* (noun): something that is poor in quality or generally bad. (Definition from Dictionary.com)

- Bicho: It makes my heart feel like a bag of **dogshit**.

2.7 *Bullshit* (noun, verb): nonsense, to talk foolishly, boastfully, or idly. (Definition from Merriam-Webster Dictionary)

- Talia: I'm gonna call out her **bullshit** right to her face.
- Julio: Listen. I'm not going to **bullshit** you.

3. Ass word families

3.1 *Asshole* (noun): a stupid, annoying, or detestable person. (Definition from Merriam-Webster Dictionary)

- Diego: He was an **asshole**.

4. Damn word families

4.1 *Goddamn* (adjective): used to add emphasis to what is being said. (Definition from Cambridge Dictionary)

- Juan: You don't care about the **goddamn** kid!

5. Bitch word families

5.1 *Son of a Bitch* (noun): an offensive word for an unpleasant man.

(Definition from Cambridge Dictionary)

- Dani: *Son of a bitch*.

4.3 Identification of Offensiveness of Swear Words

Each swear word from all 314 words was ranked according to its level of offensiveness using Ofcom's framework (2021, 2016). The results are presented in Table 4.3.

Table 4.3

Identification of the Levels of Offensiveness of the Swear Words

Offensiveness Level	Frequency	Percentage (%)	Examples
1. Mild	25	7.96	Damn
2. Moderate	97	30.89	Shit
3. Strong	192	61.15	Fuck
Total	314	100	

According to Table 4.3, there were 25 words categorized as mild (7.96%), 97 words categorized as moderate (30.89%), and 192 words categorized as strong in terms of offensiveness (61.15%). These results clearly indicate that swear words with a strong level of offensiveness are the most prevalent in the Far Cry 6 video game. The strong category is represented by the word *Fuck* and its word families (*Fucked*, *Fucker*, *Fucking*, *Fuck off*, *Fuck up*, *Fuckup*, *Motherfucker*, and *Motherfucking*), which are considered highly offensive. In comparison, the moderate category exhibits approximately half the frequency of the strong category, including swear words such as *Ass*, *Bastard*, *Son of a bitch*, *Cock*, *Dickhead*, *Dumb*, *Pussy*, *Shit*, and *Whore* words are classified under the moderate level. The mild category is the least frequent, comprising words like *Asshole*, *Ball*, *Bitch*, *Damn*, *Goddamn*, and *Pissed*.

Given that Far Cry 6 is a gritty and intense video game filled with aggressive situations and hostile contexts, it is unsurprising that strong language is used frequently. This use of profanity reflects the game's harsh tone and aligns with its themes and character dynamics.

4.4 Frequencies of Translation Strategies Applied

To discover the most frequently used translation strategies for swear words in the Far Cry 6 video game from English to Thai, the statistics are shown in Table 4.4.

Table 4.4

Frequency of Translation Strategies Applied When Rendering Swear Words from English to Thai in the Far Cry 6 Video Game

Translation Strategy	Frequency	Percentage (%)
1. Taboo for Taboo	101	32.17
2. Omission	94	29.94
3. Applying Euphemism	71	22.61
4. Substituting	25	7.96
5. Thai Sentence Particle	23	7.32
Total	314	100

Table 4.4 outlines the five main types of translation strategies, consisting of taboo for taboo, omission, euphemism, particle, and substituting. The researcher will discuss each type in detail as follows.

4.4.1 Taboo for Taboo

The most frequently used translation strategy was taboo for taboo, with 101 frequencies out of 314 words (32.17%). This indicates that translators often preferred to translate swear words into equivalent swear words.

Table 4.5

Examples of Taboo for Taboo Translation Strategy

Swear Words	Percentage (%)	Source Texts	Translated Texts
1. Fucking	26.80	Jonron: I <i>fucking</i> miss him.	โชนโรน: ฉันโคตรคิดถึงเขา
2. Dickhead	100	Bicho: Marquessa is	บิโช: มาร์เคสซ่ามันรบกวน

		jamming my signals-- Overriding me with <i>dickhead</i> Anton--	สัญญาณอยู่ มันใช้ รายการของไอ้หัวตวย อันตนมาป่วน with <i>dickhead</i> Anton--
3. Bitch	50.00	Talia: Don't play dumb, <i>bitch</i> .	ทาลี: อย่ามาทำโง่ <i>อีตอก</i>

According to Table 4.5, the meanings of all three examples in the translated text are equivalent to those in the source text. It was found that 26.80% of the occurrences of “fucking” were translated using the taboo-for-taboo strategy. Additionally, 100% of the occurrences of “dickhead” and 50% of the occurrences of “bitch” were translated using this strategy. The word “โคตร” (Khot) in the first translated text is used to emphasize the word “คิดถึง” (Khid Theung), which means “miss”. In the next example, the words “หัวตวย” (Hua Tuai) and “dickhead” are equal in meaning: “หัว” (Huai) means “head” and “ตวย” (Tuai) means “dick”. The last example, “อีตอก” (Ee Dok), means “prostitute” and is used in Thai to refer to an unpleasant or disliked woman.

On the other hand, the level of offensiveness of the source text and translated version differs. Currently, there are other Thai words more offensive than “โคตร” (Khot), such as “สี่ส” (Sus), derived from “สัตว์” (Sut) meaning “animal”, and “เหี้ยๆ” (Hia hia), referring to a common water monitor. These words can be used similarly to “โคตร” (Khot) but carry a higher level of offensiveness. In the second translated version, the offensive level was reduced from the original words, the word “หัวตวย” (Hua Tuai) was derived from “หัวควย” (Hua Kuai). The last example, “อีตอก” (Ee Dok), is an abbreviation of “อีตอกทอง” (Ee Dok Thong). However, despite the reduction in the level of offensiveness, these terms still carry significant offensiveness in Thai culture.

4.4.2 Omission

This strategy is the second most commonly applied, with 94 frequencies (29.94%). Translators utilized this technique to omit vulgar words, as demonstrated in Table 4.4.2 below.

Table 4.6*Examples of Omission Translation Strategy*

Swear Words	Percentage (%)	Source Texts	Translated Texts
1. Ass	37.5	Talia: Clara knows her boring- <i>ass</i> speeches won't convince Yarans to join Libertad.	ทาลี: คลารารู้ว่าคำปราศรัย น่าเบื่อของนางกล่อม ขาวยาร่าเข้าร่วมลิเบอร์ตาดไม่ได้หรอก
2. Shit	17.19	Paz: Let's do this <i>shit</i> .	ปาซ: ลงมือกันเลยดีกว่า
3. Goddamn	66.67	Juan: I ever tell you the story of the time Santos smuggled me into Uganda so I can steal him a <i>goddamn</i> zebra?	ฮวน: ฉันเคยเล่าให้ฟังหรือยัง? สมัยที่ซานโตสลักลอบพาฉันออกไปอุกันดาให้ขโมยม้าลายมาให้มัน

As shown in Table 4.6, 37 percentage of the frequencies of “ass” were omitted in the translated version, 17.19 percentage of the frequencies of “shit” were omitted, and 66.67 percentage of the frequencies of “goddamn” were translated using the omission strategy.

In all three examples, the swear words were deleted in the translated text. Consequently, the meanings of the three target texts are:

- “Talia: Clara knows her boring speeches won't convince Yarans to join Libertad.”
- “Paz: Let's do this.”
- “Juan: I ever tell you the story of the time Santos smuggled me into Uganda so I can steal him a zebra?”.

4.4.3 Applying Euphemism

The euphemism strategy is employed to translate swear words for greater acceptance in the target language while retaining the original meaning. This translation method was used with 71 times (22.61%), ranking it as the third most frequently applied strategy.

Table 4.7

Examples of Euphemism Translation Strategy

Swear Words	Percentage (%)	Source Texts	Translated Texts
1. Bullshit	33.33	Julio: Listen. I'm not going to bullshit you.	ฮูลิโอ: ฟังนะ ฉันไม่ได้พูดเล่น
2. Assholes	25	Talia: Shoot those assholes first.	ทาเลีย: ยิงพวกมันก่อนซี
3. Ass	12.5	Bicho: But Yara's old-ass network is cockblocking me.	บิชอ: แต่เครือข่ายเต่าล้านปีของ ยาราทำให้ฉันเซ็งเปิด

Table 4.7 shows examples of swear words that were translated using the euphemism strategy. There were 33.33 percentage of the occurrences of “bullshit”, 25 percentage of the occurrences of “asshole”, and 12.5 percentage of the occurrences of “ass” translated this way.

The term “พูดเล่น” (Phud Len) in the first translated text means “joke around”. The following term, “พวกมัน” (Phuak Man) has a similar meaning to “them”, but it is commonly used when referring animals in Thai language. Lastly, “เต่าล้านปี” (Tao Lan Pi) translates to “a million-year-old turtle,” emphasizing that something is ancient with a touch of sarcasm.

This strategy helps soften the impact of the original swear words, making them more culturally appropriate for the Thai audience while retaining the overall meaning and tone of the original text.

4.4.4 Substituting

This strategy is used for translating the swear words and ranks fourth in frequency, with 25 occurrences (7.96%). It involves translating words into meaning different from the original text. However, although the translated words may have dissimilar meanings to the source text, their definitions still carry offensiveness, as demonstrated in table 4.9.

Table 4.8

Examples of Substituting Translation Strategy

Swear Words	Percentage (%)	Source Texts	Translated Texts
1. Fuckup	33.33	Bicho: People see me, they think <i>fuckup</i> .	บิโช: แต่พอคนเห็นฉัน เขาก็ว่า... ไอ้ขี้แพ้
2. Fucking	4.12	Juan: You <i>fucking</i> rat.	ฮวน: ไอ้หนูสกปรก
3. Bitches	50.00	Talia: <i>Bitches</i> , leave.	ทาเลีย: พวกตัวถ่วง ออกไป

According to table 4.9, 33.33 percentage of the occurrences of “fuckup” were substituted in the translated version, 4.12 percentage of the occurrences of “fucking” were substituted, and 50 percentage of the occurrences of “bitch” were translated using the substitution strategy.

In the first example, the translated Thai text “ไอ้ขี้แพ้” (Ai Khi Phae) means “loser.” In the second example, “สกปรก” (Sokkaprok) translates to “dirty.” The last example, “พวกตัวถ่วง” (Phuak Tua Thuang) is rendered as “dead weights” in English.

These substitutions illustrate how the translation strategy adapts offensive terms to equivalent, though not identical, expressions in Thai, retaining the intended negative connotations while fitting the cultural and linguistic context.

4.4.5 Thai Sentence Particle

The Thai sentence particle is the least frequently used translation strategy, with 23 occurrences out of 314 words (7.32%). The words in this technique may appear meaningless, but they serve to emphasize the profanity in sentences, expressing furious emotion. Illustrations are provided in Table 4.8

Table 4.9*Examples of Sentence Particle Translation Strategy*

Swear Words	Percentage (%)	Source Texts	Translated Texts
1. Goddamn	33.33	Benito: We're <i>goddamn</i> fisherman!	เบนิโต้: พวกเราเป็นชาวประมงนะโว้ย!
2. Fuck	21.21	Dani: What the <i>fuck</i> ?	แดนี: อะไรวะเนี่ย?
3. Fucking	5.15	Juan: Hey, that's my <i>Fuckin'</i> line.	ฮวน: เฮ้ย นั่นมันบทของฉันเว้ย

From Table 4.8, 33.33 percentage of the frequencies of “goddamn” were translated using the sentence particle strategy, 21.21 percentage of the frequencies of “fuck”, and 5.15 percentage of the frequencies of “fucking” were translated using this strategy.

In the first and third examples from the translated texts, “โว้ย” (Woi) and “เว้ย” (Woei) are Thai sentence-medial particle. The last example, “วะ” (Wa) is Thai sentence-initial particle.

These particles are used to intensify the profanity within sentences, effectively conveying strong emotions such as anger or frustration. By incorporating these elements, the translations preserve the emotional impact and intensity of the original swear words, while adapting them to suit the cultural and linguistic norms of the Thai language.

In conclusion, the findings revealed that strong swear words were the most prevalent type of profanity in Far Cry 6, consistent with its adult content rating. The translator predominantly employed the taboo-for-taboo strategy to render English profanity into Thai, suggesting an intention to preserve the game’s original tone and thematic integrity. This approach reflects a core objective of localization—maintaining authenticity and enhancing immersion for the target audience. By retaining the intensity and context of the offensive language, the translation delivers a more engaging and culturally resonant experience for Thai players.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter presents a summary of the study, outlining the objectives, the research process, and the findings from the analysis. The following section will discuss the results uncovered in this study. Additionally, this chapter addresses the implications of the research, offers conclusions, acknowledges the limitations, and provides recommendations for future research.

5.1 Summary of the Study

This research aimed to investigate the English-to-Thai translation strategies used in Far Cry 6. The researcher sought to answer the following three questions:

1. What are the swear words present in the Far Cry 6 video game?
2. What are the degrees of offensiveness of the swear words used in the Far Cry 6 video game?
3. What are the translation strategies frequently used to render the swear words in the Far Cry 6 video game from English to Thai?

Swear words were collected from YouTube channels by gaming video creators who played Far Cry 6 and published their gameplay experiences on the platform both English and Thai versions. The focus was solely on game subtitles, which included all monologues and dialogues of the characters in the video game. Each English swear word was categorized of offensive language from Ofcom's *Public attitudes to offensive language on TV and Radio: Quick Reference Guide* (2021). The framework from Davoodi (2009) and Thai sentence particles theory were applied to identify the English to Thai translation strategies for rendering swear words.

The data was then recorded and analysed using Microsoft Excel's analytical tools for all calculations. There are 314 swear words from 15 operation missions in the Far Cry 6 video game. The analysis identified 13 main swear words presented in the game: *Ass, Balls, Bastard, Bitch, Cock, Damn, Dickhead, Dumb, Fuck, Pissed, Pussy, Shit, and Whore*. Among these swear words, those with a strong level of offensiveness were the most prevalent in the game, while those with a mild level of offensiveness

were the least common. The strong category is represented by the Fuck word and its words word families (*Fucked, Fucker, Fucking, Fuck off, Fuck up, Fuckup, Motherfucker, and Motherfucking*), which are considered highly offensive. The moderate category included *Ass, Bastard, Son of a bitch, Cock, Dickhead, Dumb, Pussy, Shit, and Whore* words. The mild category comprised the words like *Asshole, Ball, Bitch, Damn, Goddamn, and Pissed*. Regarding the third research question, the most commonly used translation strategy was taboo-for-taboo. However, omission strategy was the second most frequently used translation, with a small difference in frequency from the most used strategy. While other strategies were less common: applying euphemisms, substituting, and Thai sentence particles, respectively. These results will be discussed in the next section.

5.2 Discussion of the Findings

From analysing the swear words found in the video game Far Cry 6 and comparing the English and Thai versions, several major findings emerged.

1. Prevalence of strong offensive language

The majority of the swear words in Far Cry 6 were classified as “strong” according to Ofcom’s categorization. This was consistent with the game’s adult rating, which is justified due to its content featuring graphic violence, sexual themes, and strong language. The frequent use of strong offensive language underscores the mature themes and harsh atmosphere of the game, which are central to its overall experience.

2. Most Used Translation Strategy - Taboo for Taboo

Among the translation strategies employed, the “Taboo for Taboo” method was the most frequently used. This strategy directly translates offensive language from English to Thai, maintaining the tone and intensity of the original dialogue. By retaining the same level of harshness and offensive nature, the translators ensure that the original emotional impact and rebellious undertones of the game's dialogues are preserved for Thai players. The second most frequent strategy was “omission,” although it was used sparingly compared to “taboo for taboo”, likely to avoid diluting the intensity of the game’s dialogues due to redundancy of words.

3. Cultural Sensitivity in Swear Words Translation

The translators demonstrated awareness of cultural sensitivity by effectively using metaphors, idioms, and proverbs that fit Thai linguistic and cultural norms while retaining the intended impact of the original English phrases. This approach allowed for a more localized and immersive experience for Thai gamers. The careful consideration of cultural context ensured that, while the translations remained faithful to the source material, they also resonated with the target audience in Thailand. This skilful balance between fidelity and adaptation is critical to successful localization in gaming.

The findings of this study align with what is expected in video games with an adult rating, where strong language is a defining feature of the gameplay experience. The frequent use of strong offensive language emphasizes the harsh and rebellious themes of *Far Cry 6*, which are central to the game's setting and narrative.

The translators' preference for the "Taboo for Taboo" strategy reflects a commitment to maintaining the authenticity of the game's dialogue, ensuring that Thai players experience the game in a manner similar to English-speaking audiences. This shows that localization efforts in Thailand are reaching a high level of professionalism, especially when it comes to translating mature content like that found in *Far Cry 6* (GamingDose, 2021).

Additionally, the use of cultural elements such as Thai idioms and proverbs adds a layer of nuance to the translation, allowing the game to feel more relatable to Thai players. This approach shows that successful localization goes beyond mere literal translation. Instead, it's about conveying meaning in a way that aligns with the cultural context of the target audience, enhancing immersion for players (Console Gamer Station, 2022).

When compared with previous studies on offensive language translation, the findings of this research are consistent with earlier observations regarding the challenges of translating swear words and offensive content. Previous studies, like Davoodi (2009), also emphasized that offensive language in the source language may not always carry the same level of offensiveness in the target language due to cultural differences. In the case of *Far Cry 6*, the direct translation of some English swear words

would not have the same impact in Thai, which necessitated the use of local idioms and expressions to maintain the tone.

Pascal's (2024) research on game localization similarly highlighted the need for preserving the tone and style of the original language when translating offensive language. This study further supports that notion, demonstrating how the Thai translation captures the rebellious spirit of *Far Cry 6* without overly sanitizing the language. The use of culturally relevant idiomatic expressions and proverbs helped to strike the right balance between cultural sensitivity and the preservation of the game's intended impact.

In terms of the translation strategies for offensive language, this study showed a slight divergence from some previous studies. While studies such as those by Suebtep and Rattanawanipun (2019), Abdelaal and Al Sarhani (2021), and Chaichanakijpong and Keawsuwan (2022) advocated for more adaptive translations that modify offensive language to fit the target culture, the translators of *Far Cry 6* leaned towards equivalence by maintaining the same level of offensiveness in the target texts as in the source texts. This means that rather than softening or censoring the offensive language to align with more polite or culturally sensitive expressions in Thai, the translators chose Thai equivalents that retained the emotional intensity, vulgarity, and impact of the original English expressions. For instance, highly offensive English swear words such as “fuck” or “bitch” were translated using Thai terms that evoke a similar level of shock, aggression, or emotional charge. This strategy ensures that the dialogue reflects the characters' personalities and the game's gritty, rebellious tone, which are central to the player's immersive experience. It also demonstrates the translators' intent to preserve the authenticity of the narrative and the emotional realism of the interactions, even if that meant pushing the boundaries of social norms in the target culture.

The methodology used in this study provided valuable insights into both the categorization and translation of offensive language. However, as previously mentioned, the total number of swear words collected (314) was smaller than expected, primarily due to the limitations of using YouTube gameplay videos, which may not have included every mission or dialogue in the game. Nonetheless, sourcing data from various gameplay creators added diversity and depth to the dataset, as different play styles influenced the amount and type of dialogue captured.

For instance, players who adopted a stealth-based play style—eliminating enemies without being detected—were more likely to trigger extended in-game conversations between non-playable characters (NPCs), as the enemies had time to interact with one another before being taken down. In contrast, players who favored a confrontational or direct combat style—engaging enemies face-to-face—often interrupted or entirely bypassed these dialogue exchanges, as enemies were quickly defeated before any conversations could unfold. As a result, the stealth gameplay provided richer linguistic data for the analysis of swear word usage.

Despite this limitation, the research offers a valuable contribution to the field of video game localization, particularly in terms of translating offensive language. It highlights the importance of maintaining the authenticity of the original dialogue, while also navigating the complexities of cultural differences and sensitivities. As the findings of this study suggest that future translators working on video game localization, especially for games with mature content, should continue to strike a balance between direct translation and cultural adaptation.

5.3 Implications of the Study

This study carries important implications on both theoretical and pedagogical levels, offering valuable insights into the field of translation, particularly in the context of video game localization.

1. Translation Practice and Professionalism

The findings highlight the importance of cultural sensitivity and strategic decision-making when translating offensive language in video games. Translators can apply these insights to improve the accuracy, appropriateness, and emotional fidelity of localized content. Specifically, the identified strategies such as taboo-for-taboo, omission, euphemism, substitution, and the use of Thai sentence particles can serve as practical models for translators working with emotionally charged or culturally sensitive material. This contributes to raising professional standards in the field of game localization.

2. Language Teaching and Translator Training

The study can be used as a case study in translation courses or language classrooms to teach students about real-world challenges in audiovisual translation. Instructors can use the categorized examples of swear word translations to show how context, culture, and intended audience influence translation choices. This also encourages critical thinking about word selection, tone, and the potential impact of language on different audiences.

3. Theoretical Contribution to Translation Studies

The research supports and extends existing theories on equivalence and adaptation in translation. It shows how translators must balance semantic meaning with sociolinguistic appropriateness, especially when dealing with taboo or offensive terms. The application of frameworks like Davoodi's strategies and Ofcom's offensiveness categories provides a model for further theoretical research into the intersection of language, culture, and localization.

4. Game Localization and Industry Applications

Game developers and localization teams can use this study to better understand the linguistic and cultural expectations of Thai audiences, particularly in adult-rated games. This understanding helps in planning localization projects more effectively and avoiding translation errors that could disrupt player immersion or lead to cultural backlash. The study provides a benchmark for quality localization practices.

5. Cross-Cultural Communication and Media Studies

The findings offer insights into how offensive language functions differently across cultures. This knowledge can be applied in media studies and intercultural communication programs, helping students and professionals understand the sociolinguistic dynamics behind language use in entertainment media and its reception in different cultural contexts.

In summary, the implications of this study span both theoretical inquiry and pedagogical application. Theoretically, it deepens our understanding of taboo language translation and cross-cultural sensitivity. Pedagogically, it offers educators concrete examples and frameworks for curriculum development in translation studies. By

addressing real-world challenges in video game localization, this study provides a pathway for training future professionals to navigate the complexities of translating for culturally diverse audiences.

5.4 Conclusion

As an audience member who enjoys watching game streaming, especially games with intricate storylines, the researcher noticed that the Thai version of the *Far Cry 6* video game received significant praise from my favourite gamer, as well as from other gamers and gaming reviewers. This sparked my interest in understanding why the Thai translation of this game was so well-regarded.

Far Cry 6 is a mature video game suitable only for adults and not recommended for minors. This video game is primarily intended for a desensitized audience due to its graphic violence, violence against vulnerable and defenceless characters, motiveless killing of innocent characters, and the use of strong language. The high quality of the Thai translation in this game serves as a fundamental example to study, as translating strong language requires a nuanced approach.

This study set out to explore the translation strategies used in rendering English swear words into Thai in the video game *Far Cry 6*, as well as to assess the degree of offensiveness of these swear words in the context of the game. Through an analysis of game subtitles and their translations, several key findings were revealed.

The majority of the swear words in *Far Cry 6* were classified as “strong,” consistent with the game’s adult rating and its use of graphic violence, sexual themes, and mature content. Among the translation strategies used, the “Taboo for Taboo” approach was the most frequently applied, preserving the intensity and tone of the original English phrases in the Thai version. Translators skilfully balanced direct translation with cultural sensitivity by incorporating Thai idioms, metaphors, and proverbs that retained the impact of the original dialogue while making the content more relatable to Thai players.

This study highlights the importance of maintaining authenticity in video game localization, particularly when translating offensive language. The translators’ choices ensured that Thai players experienced the same emotional and narrative impact as

English-speaking audiences, demonstrating the growing professionalism and sophistication in game localization in Thailand.

Compared to previous research on offensive language translation, the findings of this study confirm the ongoing challenges in preserving tone and intensity across languages and cultures. However, the success of the Thai translation of *Far Cry 6* underscores the effectiveness of using culturally relevant expressions to maintain the rebellious, harsh atmosphere of the game while adhering to local linguistic norms.

In conclusion, this study contributes valuable insights into the field of game localization, particularly in translating offensive content. It reinforces the notion that successful localization is not just about literal translation but also about making strategic choices that preserve the original tone, respect cultural differences, and enhance the gaming experience for local audiences.

5.5 Limitations of the Study

The primary limitation of this research was the number of swear words collected. Although the data was gathered online, offering convenience in terms of time, cost, and access to various swear words depending on different playing styles of gamers. The researcher initially expected to collect around 500 swear words. However, only 314 swear words were identified in this study. Some operation missions in the Thai version of *Far Cry 6* could not be found despite analysing six Thai gamer channels. This discrepancy might be due to these operations being cut out from the published videos or the gamers not playing those specific operations. *Far Cry 6* features a substantial number of missions, with 106 main and side quests. The vast number of missions may lead to variability in the content recorded and published by different gamers, affecting the comprehensiveness of the collected data.

5.6 Recommendations for Further Studies

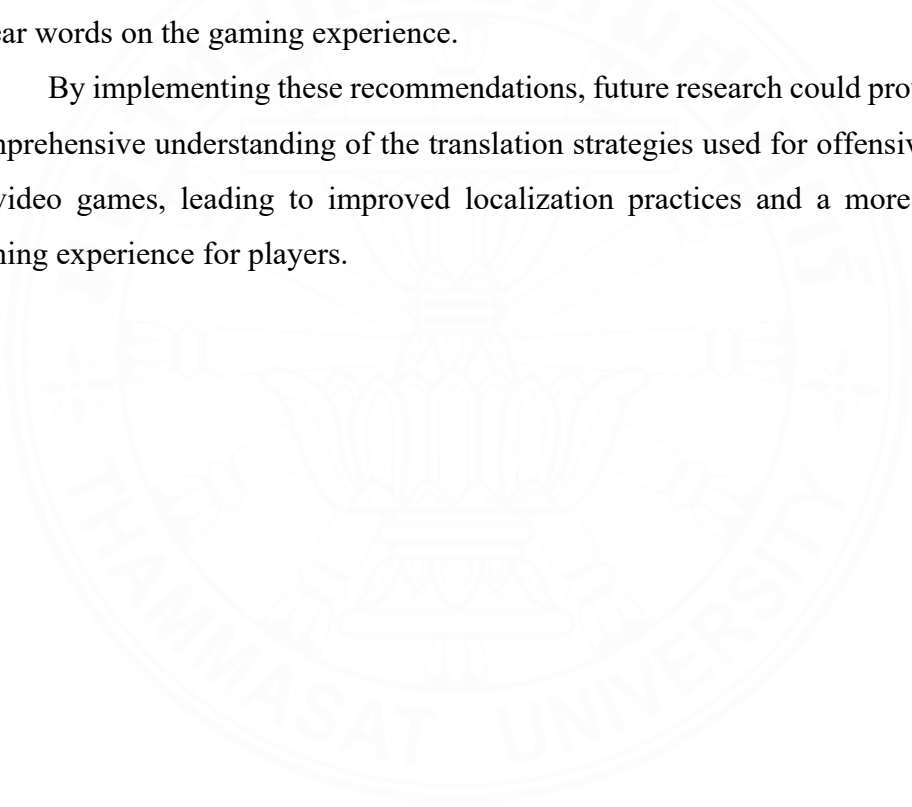
For future research, data collection should come from a wider variety of sources, including live streaming platforms like Twitch, Kick, and Roblox, to capture a broader range of gameplay experiences. Additionally, it should include a variety of mission types beyond main quests, such as side quests, treasure hunts, checkpoints, and hidden

endings. This approach will help capture a more diverse set of swear words in the Far Cry 6 video game.

Another recommendation is to analyse other video games with similar ratings or themes to compare translation strategies. Potential candidates for such comparative studies include *The Last of Us*, *Demon's Souls*, and *Forspoken*. By examining these games, researchers could identify different translation strategies used and understand how these strategies vary across games.

Furthermore, conducting interviews with gamers and translators could provide qualitative insights into the effectiveness of translation strategies and the impact of swear words on the gaming experience.

By implementing these recommendations, future research could provide a more comprehensive understanding of the translation strategies used for offensive language in video games, leading to improved localization practices and a more immersive gaming experience for players.



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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a crown on top. The umbrella is flanked by two crossed swords. The entire emblem is set against a background of a lotus flower. The words "THAMMASAT UNIVERSITY" are written in English around the bottom half of the circle, and Thai script is written around the top half.

APPENDICES

APPENDIX A
SWEAR WORDS IN THE VIDEO GAME *FAR CRY 6*

Operation No.	Operation Name	No.	Swear Word
1	La Noche La Muerte	1	Shit
1	La Noche La Muerte	2	Fucking
1	La Noche La Muerte	3	Fuck up
1	La Noche La Muerte	4	Fucking
1	La Noche La Muerte	5	Shit
1	La Noche La Muerte	6	Fucking
1	La Noche La Muerte	7	Fucking
1	La Noche La Muerte	8	Holy shit
1	La Noche La Muerte	9	Fuck
1	La Noche La Muerte	10	Fuck
1	La Noche La Muerte	11	Shit
1	La Noche La Muerte	12	Shit
1	La Noche La Muerte	13	Asshole
1	La Noche La Muerte	14	Fuck
1	La Noche La Muerte	15	Fuck
1	La Noche La Muerte	16	Shit
1	La Noche La Muerte	17	Fucked
1	La Noche La Muerte	18	Shit
1	La Noche La Muerte	19	Shit
1	La Noche La Muerte	20	Shit
1	La Noche La Muerte	21	Shit
1	La Noche La Muerte	22	Shit
1	La Noche La Muerte	23	Fucking
1	La Noche La Muerte	24	Fuck
1	La Noche La Muerte	25	Fuck
1	La Noche La Muerte	26	Shit
1	La Noche La Muerte	27	Motherfucker

Operation No.	Operation Name	No.	Swear Word
1	La Noche La Muerte	28	Bullshit
1	La Noche La Muerte	29	Fuck
1	La Noche La Muerte	30	Fucker
1	La Noche La Muerte	31	Fucking
1	La Noche La Muerte	32	Fucking
1	La Noche La Muerte	33	Fucked
1	La Noche La Muerte	34	Fuck
1	La Noche La Muerte	35	Fucking
1	La Noche La Muerte	36	Fuck
2	Juan of a Kind	37	Shit
2	Juan of a Kind	38	Fucking
2	Juan of a Kind	39	Fucking
2	Juan of a Kind	40	Fucking
2	Juan of a Kind	41	Fuck
2	Juan of a Kind	42	Fucking
2	Juan of a Kind	43	Fuck
2	Juan of a Kind	44	Fucking
2	Juan of a Kind	45	Fuck
2	Juan of a Kind	46	Fucking
2	Juan of a Kind	47	Fucking
2	Juan of a Kind	48	Shit
2	Juan of a Kind	49	Shit
2	Juan of a Kind	50	Fuck
2	Juan of a Kind	51	Goddamn
2	Juan of a Kind	52	Shit
2	Juan of a Kind	53	Fucking
2	Juan of a Kind	54	Shit
2	Juan of a Kind	55	Asshole
2	Juan of a Kind	56	Damn
2	Juan of a Kind	57	Shit

Operation No.	Operation Name	No.	Swear Word
3	Fire and Fury	58	Shit
3	Fire and Fury	59	Bullshit
3	Fire and Fury	60	Shit
3	Fire and Fury	61	Fuck
3	Fire and Fury	62	Fucking
3	Fire and Fury	63	Fucking
3	Fire and Fury	64	Shit
3	Fire and Fury	65	Fuck up
3	Fire and Fury	66	Fucking
3	Fire and Fury	67	Fuck up
3	Fire and Fury	68	Bullshit
3	Fire and Fury	69	Fucking
3	Fire and Fury	70	Fucking
3	Fire and Fury	71	Holy shit
3	Fire and Fury	72	Fuck
3	Fire and Fury	73	Shit
3	Fire and Fury	74	Shit
4	Libertad Rises	75	Goddamn
4	Libertad Rises	76	Fuck
4	Libertad Rises	77	Fucking
4	Libertad Rises	78	Fucking
4	Libertad Rises	79	Fucking
4	Libertad Rises	80	Fuck
4	Libertad Rises	81	Shit
4	Libertad Rises	82	Fucking
4	Libertad Rises	83	Shit
4	Libertad Rises	84	Shitting
4	Libertad Rises	85	Fuck
5	Meet Maximas Matanzas	86	Shit
5	Meet Maximas Matanzas	87	Motherfucker

Operation No.	Operation Name	No.	Swear Word
5	Meet Maximas Matanzas	88	Piece of shit
5	Meet Maximas Matanzas	89	Asshole
5	Meet Maximas Matanzas	90	Shit
5	Meet Maximas Matanzas	91	Fuck
5	Meet Maximas Matanzas	92	Shit
5	Meet Maximas Matanzas	93	Piece of shit
5	Meet Maximas Matanzas	94	Fuck
5	Meet Maximas Matanzas	95	Motherfucking
5	Meet Maximas Matanzas	96	Fuck
5	Meet Maximas Matanzas	97	Fuck
5	Meet Maximas Matanzas	98	Pussy
5	Meet Maximas Matanzas	99	Ass
5	Meet Maximas Matanzas	100	Bitch
5	Meet Maximas Matanzas	101	Ass
5	Meet Maximas Matanzas	102	Fucking
5	Meet Maximas Matanzas	103	Fucking
5	Meet Maximas Matanzas	104	Ass
5	Meet Maximas Matanzas	105	Shit
6	Radio Libertad	106	Ass
6	Radio Libertad	107	Cock
6	Radio Libertad	108	Shit
6	Radio Libertad	109	Fuck
6	Radio Libertad	110	Balls
6	Radio Libertad	111	Fuck off
6	Radio Libertad	112	Balls
6	Radio Libertad	113	Bastards
6	Radio Libertad	114	Dickhead
6	Radio Libertad	115	Fucking
6	Radio Libertad	116	Fuck up
6	Radio Libertad	117	Fucker

Operation No.	Operation Name	No.	Swear Word
6	Radio Libertad	118	Bullshit
6	Radio Libertad	119	Fucking
6	Radio Libertad	120	Bullshit
6	Radio Libertad	121	Shit
6	Radio Libertad	122	Fuck
6	Radio Libertad	123	Fuck
7	Guerrilla Radio	124	Fucking
7	Guerrilla Radio	125	Fucking
7	Guerrilla Radio	126	Fucking
7	Guerrilla Radio	127	Bullshit
7	Guerrilla Radio	128	Fuck
7	Guerrilla Radio	129	Shit
7	Guerrilla Radio	130	Fucking
7	Guerrilla Radio	131	Shit
7	Guerrilla Radio	132	Shit
7	Guerrilla Radio	133	Shit
7	Guerrilla Radio	134	Damn
7	Guerrilla Radio	135	Shit
7	Guerrilla Radio	136	Fuck
7	Guerrilla Radio	137	Fuck
7	Guerrilla Radio	138	Fuck
7	Guerrilla Radio	139	Shit
7	Guerrilla Radio	140	Fuck
7	Guerrilla Radio	141	Shit
7	Guerrilla Radio	142	Fucking
7	Guerrilla Radio	143	Pussy
7	Guerrilla Radio	144	Fuck
7	Guerrilla Radio	145	Shit
7	Guerrilla Radio	146	Shit
7	Guerrilla Radio	147	Fucking

Operation No.	Operation Name	No.	Swear Word
8	Bottle Episode	148	Fucking
8	Bottle Episode	149	Fuck up
8	Bottle Episode	150	Fucking
8	Bottle Episode	151	Fucking
8	Bottle Episode	152	Fucker
8	Bottle Episode	153	Fuck
8	Bottle Episode	154	Fuck
8	Bottle Episode	155	Fucking
8	Bottle Episode	156	Shit
8	Bottle Episode	157	Fucking
8	Bottle Episode	158	Fuck
8	Bottle Episode	159	Shit
8	Bottle Episode	160	Fuck
8	Bottle Episode	161	Shit
8	Bottle Episode	162	Shit
8	Bottle Episode	163	Fuck
8	Bottle Episode	164	Ass
8	Bottle Episode	165	Fucking
8	Bottle Episode	166	Shit
8	Bottle Episode	167	Dogshit
8	Bottle Episode	168	Shit
8	Bottle Episode	169	Shit
8	Bottle Episode	170	Fucking
8	Bottle Episode	171	Fuck
8	Bottle Episode	172	Fuck
8	Bottle Episode	173	Fuck up
8	Bottle Episode	174	Bullshit
8	Bottle Episode	175	Fucking
8	Bottle Episode	176	Fucking
9	Words Like Bullets	177	Fuck up

Operation No.	Operation Name	No.	Swear Word
9	Words Like Bullets	178	Bitch
9	Words Like Bullets	179	Fuck
9	Words Like Bullets	180	Bullshit
9	Words Like Bullets	181	Fucking
9	Words Like Bullets	182	Fuck
9	Words Like Bullets	183	Shit
9	Words Like Bullets	184	Shit-hot
9	Words Like Bullets	185	Bitch
9	Words Like Bullets	186	Fuck
9	Words Like Bullets	187	Fuck
9	Words Like Bullets	188	Fuck up
9	Words Like Bullets	189	Shit
9	Words Like Bullets	190	Bitches
9	Words Like Bullets	191	Whore
9	Words Like Bullets	192	Dumb
9	Words Like Bullets	193	Bitch
9	Words Like Bullets	194	Fuck
9	Words Like Bullets	195	Fuck
9	Words Like Bullets	196	Fuck
10	Lost and Found	197	Fucked
10	Lost and Found	198	Shit
10	Lost and Found	199	Fucker
10	Lost and Found	200	Fucking
10	Lost and Found	201	Motherfuckers
10	Lost and Found	202	Fucking
10	Lost and Found	203	Fucking
10	Lost and Found	204	Fuck
10	Lost and Found	205	Fuck
10	Lost and Found	206	Fuck
10	Lost and Found	207	Fuck

Operation No.	Operation Name	No.	Swear Word
10	Lost and Found	208	Pussy
10	Lost and Found	209	Fucking
10	Lost and Found	210	Bitch
10	Lost and Found	211	Fuck
10	Lost and Found	212	Fucking
11	Angel De La Muerte	213	Piece of shit
11	Angel De La Muerte	214	Fuck up
11	Angel De La Muerte	215	Fucker
11	Angel De La Muerte	216	Fucker
11	Angel De La Muerte	217	Motherfucker
11	Angel De La Muerte	218	Shit
11	Angel De La Muerte	219	Fucking
11	Angel De La Muerte	220	Shit
11	Angel De La Muerte	221	Motherfucker
11	Angel De La Muerte	222	Fuck
11	Angel De La Muerte	223	Fucking
11	Angel De La Muerte	224	Fucking
11	Angel De La Muerte	225	Fucking
11	Angel De La Muerte	226	Fucking
11	Angel De La Muerte	227	Fuck
11	Angel De La Muerte	228	Fucking
11	Angel De La Muerte	229	Fucking
11	Angel De La Muerte	230	Fucking
11	Angel De La Muerte	231	Fucking
11	Angel De La Muerte	232	Fuck
11	Angel De La Muerte	233	Fucking
11	Angel De La Muerte	234	Shit
11	Angel De La Muerte	235	Shit
11	Angel De La Muerte	236	Fucking
12	Our Right to Party	237	Fucking

Operation No.	Operation Name	No.	Swear Word
12	Our Right to Party	238	Fuck
12	Our Right to Party	239	Fucking
12	Our Right to Party	240	Shit
12	Our Right to Party	241	Shit
12	Our Right to Party	242	Fucking
12	Our Right to Party	243	Fucking
12	Our Right to Party	244	Fuck off
12	Our Right to Party	245	Goddamn
12	Our Right to Party	246	Fucking
12	Our Right to Party	247	Fucking
12	Our Right to Party	248	Shit
12	Our Right to Party	249	Pissed
12	Our Right to Party	250	Fucking
12	Our Right to Party	251	Shit
12	Our Right to Party	252	Fucking
12	Our Right to Party	253	Shit
12	Our Right to Party	254	Bullshit
12	Our Right to Party	255	Fucking
12	Our Right to Party	256	Fucking
13	Justicia Montero	257	Fuck
13	Justicia Montero	258	Ass
13	Justicia Montero	259	Fucking
13	Justicia Montero	260	Fucking
13	Justicia Montero	261	Ass
13	Justicia Montero	262	Shit
13	Justicia Montero	263	Holy shit
13	Justicia Montero	264	Fucking
13	Justicia Montero	265	Fuck
13	Justicia Montero	266	Holy shit
13	Justicia Montero	267	Ass

Operation No.	Operation Name	No.	Swear Word
13	Justicia Montero	268	Son of a bitch
13	Justicia Montero	269	Fucking
13	Justicia Montero	270	Fuck
13	Justicia Montero	271	Asshole
13	Justicia Montero	272	Fucking
14	The Lion's Den	273	Fucking
14	The Lion's Den	274	Fuck
14	The Lion's Den	275	Fucking
14	The Lion's Den	276	Fucking
14	The Lion's Den	277	Fucking
14	The Lion's Den	278	Fuck
14	The Lion's Den	279	Fuck up
14	The Lion's Den	280	Shit
14	The Lion's Den	281	Fucking
14	The Lion's Den	282	Shit
14	The Lion's Den	283	Fuck
14	The Lion's Den	284	Shit
14	The Lion's Den	285	Fuck
14	The Lion's Den	286	Fucking
14	The Lion's Den	287	Fucking
14	The Lion's Den	288	Fuck up
14	The Lion's Den	289	Fucking
14	The Lion's Den	290	Fuck
14	The Lion's Den	291	Fucking
14	The Lion's Den	292	Fucking
14	The Lion's Den	293	Goddamn
14	The Lion's Den	294	Fucking
14	The Lion's Den	295	Fuck
14	The Lion's Den	296	Shit
14	The Lion's Den	297	Shit

Operation No.	Operation Name	No.	Swear Word
15	The Lion's Den	298	Goddamn
15	The Lion's Den	299	Fucking
15	The Lion's Den	300	Fucking
15	The Lion's Den	301	Fucking
15	The Lion's Den	302	Shitless
15	The Lion's Den	303	Fucking
15	The Lion's Den	304	Fucking
15	The Lion's Den	305	Fucking
15	The Lion's Den	306	Fuck
15	The Lion's Den	307	Fucking
15	The Lion's Den	308	Fucking
15	The Lion's Den	309	Fucking
15	The Lion's Den	310	Fuck
15	The Lion's Den	311	Fuck
15	The Lion's Den	312	Fucking
15	The Lion's Den	313	Goddamn
15	The Lion's Den	314	Motherfuckers