14

Movie Titles' Translation Strategies from English into Thai in Monomax Application

Natchanok Kettongma

English Program, Sakon Nakhon Rajabhat University, Thailand

E-mail: natchanok@snru.ac.th

Abstract

The objective of this study is to analyze the strategies employed in translating English movie titles into Thai within the Monomax Application. A total of 501 English movie titles spanning the decade of 2011 and 2020 were examined because a decade provides clear guidelines for data collection, analysis, and interpretation. The strategies for translating film titles into Thai conducted by Thongwan (2012) served as a framework for this study. The findings revealed that all 10 translation strategies were employed as follows respectively: 1) naming a new name regardless of the old name, 2) naming a new name based on the original name, 3) partial translation and adding Thai language, 4) partial transliteration and adding Thai language, 5) all translation and adding Thai language, 6) all transliteration and adding Thai language, 7) all transliteration without adding Thai, and 8) all translation without adding Thai language. Meanwhile, the last two which are 9) partial transliteration without adding the Thai language and partial translation without adding the Thai language were found used only once per each. Notably, the translated movie titles in Thai often featured distinctive and attractive elements, such as rhyme and alliteration. These findings corresponded to Nida & Taber (1974) translation theory that translation process is related to purpose and cultural linguistic norms. Future studies could explore the reception and perception of these translated titles among Thai audiences, shedding light on which strategies resonate most effectively and why.

Keywords: Translation strategies, Movie titles, Movie title translation

Introduction

Translation helps in conveying the meaning to be able to understand each other and creating a thorough understanding of the language's users or different civilizations to communicate with one another. Translation specialists have given the meaning of translation. For example, Nida & Taber (1974) stated that translation is the transmission of the meaning of a text from one language to another by keeping the meaning of the text exactly the same as the original. Anyway, in some situations, it is difficult to make equivalence of words or language structure between languages, so translation can share the common situation regardless of the linguistics (Catford, 1965).

Translations are used a lot in various media such as radio, news, translated novels, and movies. The English-Thai translation of movie titles is another translation work that people are interested in because the movie's title is a mean of communicating with Thai audiences who consume foreign movies; it aids Thai audiences to determine the plot and movies genres (Thongwan, 2012; Janthajumrusrat, 2019). If there is no translation in a foreign movie's title, audiences may be forced to interpret the English title themselves, and the message the filmmakers or screenwriters intended to convey may or may not be correct (Xu, 2024).

Translation of foreign movie titles into the Thai language also adopted many translation techniques to make the title outstanding and interesting, such as the strategy of renaming and all transliteration without adding Thai language, etc. The strategies of translating movie titles from English into Thai are an interesting process because of the differences in language, society, and culture of both original text and translated text. Translation of movie titles is a cross-cultural activity concerning commercial purpose, so the translation strategies are needed for its catchiness to audiences. The movie titles also make the movies interesting by, for example, employing innovative and interesting wording, including conveying the story's meaning. (Xu, 2024)

A movie is a powerful media to approach people, and it can transmit tales, entertainment, knowledge, arts, cultures, traditions and beliefs etc. In the past, movies were screened in theatres, DVDs, and television programs. Nowadays, the internet is widely accessible for people and there are many online platforms for watching movies. Viewers are able to watch movies using online-movie services from various platforms, such as Netflix, Viu, or Disney+ Hotstar. In addition, there is another popular platform named Monomax application which is well known in Thailand because of its media in the same company, free TV named Mono 29 providing free movies. The application can be accessed with a reachable price, 99 Baht per month (information in 2024) and provide a huge amount of English and Thai named movies.

There have been studies of movie title translation from English into Thai in the past decade but spanning a few years per study and the results, apart from the most used strategies, seem to be various. The current research pays attention to the strategies used in movie title translation from English into Thai in a bigger duration and amount to see the whole trend of the movie industry at the time period. This might be the guideline for the current and next period which might follow the most used strategies or create a new trend to support the film market in Thailand to make it more attractive for the target audience.

The aim of this research is to understand the strategies used in translating movie titles from English to Thai, particularly focusing on titles released between 2011 and 2020. By examining these strategies, researchers seek to expand knowledge in the field of translation and contribute to the development of effective translation practices, especially in the context

of movie titles. Understanding translation strategies is essential for ensuring that translated titles accurately convey the essence of the original films to Thai audiences.

Research Objectives
          1. To analyze the strategies employed in translation of English movie titles into Thai from the Monomax Application based on the perspective of Thai culture and language usage concepts.

Research Questions
          1. Which translation strategies are mostly employed for translating English movie titles into Thai?
          2. How are the discovered strategies utilized in the translation of movie titles from English to Thai?

Definition of terms
The following terms are used in this research.
          Translation Strategies: 10 movie titles' translation strategies from English into Thai by Supawan Thongwan (2012)
          Movie Titles: Movies' names both in English language and Thai language
          Movie Title Translation: The process of translating the titles of movies from English into Thai.
          Monomax Application: An online movie-watching service used to collect data in this research

Literature Review
          According to translation scholars, such as Nida (1964), Newmark (1988), it can be concluded that translation is the process of transferring the meaning of a text from one language to another language. The original meaning of the text is an important aspect of translation retained and must be to convey both the taste and feel of the source language. The translation must have three main components: the source language, the target language, and the translator. The translators should be well-versed in communication, culture, and linguistics. They should have previous experiences and specialized knowledge in various fields, including meanings which must be accurately conveyed by the translation language with naturalness and writing style. As a result, the translation becomes good, elegant, and complete.
          Nida's (1964) theory emphasizes conveying meaning over literal translation, aiming for equivalent effect on the target audience. His dynamic equivalence theory highlights the importance of cultural and linguistic context, requiring translators to be proficient in both languages and cultures. In "Toward a Science of Translating" (1964), Nida advocated for adaptability, encouraging modifications to resonate with the target audience. This theory has significantly influenced translation studies, shaping discussions on cross-cultural communication and effective translation strategies.
          The process of translation starts from the source language (SL) which is analyzed and results in an understanding. Then there is the process of transferring the understanding or message to be restructured, finally, leading to the target language (TL). Nida's approach involves several key steps as the following.
          Analysis of Source Language Text: Translators must thoroughly understand the source text's linguistic and cultural tones to capture the intended meaning.

Semantic Structure: Identifying the underlying semantic structure of the source language helps in conveying the same meaning in the target language, even if the words and expressions differ.

Cultural Equivalency: Recognizing cultural differences and finding equivalents in the target culture ensures that the translated message is not only linguistically accurate but also culturally relevant.

Translating for Dynamic Equivalence: Prioritizing the dynamic equivalence of meaning over literal word-for-word translation is crucial. The goal is to evoke a similar response in the target audience as the original text did in the source audience.

Adjustment of Style and Form: Adapting the style and form of expression to suit the target audience's linguistic and cultural expectations is a key aspect of Nida's approach.

In conclusion, Nida's translation procedures emphasize the dynamic and adaptive nature of translation, emphasizing the need to convey the essence and impact of the source text in a way that affects the target audience both linguistically and culturally.

Gap between source language and target language has also occurred in media translation. For instance, Sontisawang's (2020) study of translation techniques used in the Thai subtitle of the American movie "Deadpool" revealed the most found problem as the translation of cross-cultural text which can be solved by more than one translation strategies. Bunyaburana (2022) studied methods of subtitle translation from various genres stating that the limitation of subtitle translation are number of letters on screen, on-screen time, and position and size of letters on the screen. Bunyaburana's study shows that there are some limitations of specific types of translation.

Similarly, the adaptation of translation strategies into movie title translation also employs different strategies. The movie title translation in Thai language is another interesting process. There are some previous studies on strategies used in English to Thai Translation.

Janthajumrusrat (2019) studied "The strategies of foreign action movie titles translating into Thai." The study aimed to analyze strategies for translating foreign action movie titles into the Thai language, and to study the effect of movie viewer perception on the strategy of translating foreign action movie titles into Thai. A list of foreign action movies, 100 stories from 2013 to 2016, was analyzed considering translation strategies from English into Thai. There were two types of research tools: 1) a database table for analyzing titles' translation strategies for Thai-language foreign action films, and 2) A questionnaire to survey moviegoer's perceptions, which is then analyzed by calculating the percentage, mean, and standard deviation. The findings showed 19 strategies, and the most used strategy was "making a new name, not based on the original one. Moreover, according to audiences' perception, moviegoers were attracted the most by the strategy of partial transliteration with adding partial Thai language based on the plot because of the correspondence of both languages.

In addition, Thongwan (2012) studied "Translating American comedy film titles into Thai: strategies and analysis" aiming to analyze the strategies of translating American comedy movie titles into the Thai language. The researcher analyzed the titles of 98 American comedy movies released in Thai films between 2008 to 2010 by using Skopos Theory. It was suggested that the primary determinant of any translation should be its intended purpose, guiding decisions to ensure the translated text fulfils its specific communicative function for the target audience (Munday, 2016). She added terms about translation based on research on the translation of foreign horror movies and so on, then collected questionnaires from 100 movie viewers, and an in-depth interview of 5 respondents were collected for use in this study. The results showed that 10 methods of translation were used as follows:

1. All transliteration without adding Thai language
2. All transliteration and adding Thai language
3. Partial transliteration without adding Thai language
4. Partial transliteration and adding Thai language
5. All translation without adding Thai language
6. All translation and adding Thai language
7. Partial translation and partial transliteration without adding the Thai language
8. Partial translation and adding the Thai language
9. Naming a new based on the original meaning
10. Naming a new name regardless of the old name

The results of thongwan's (2012) study align with Janthajumrusrat's (2019) study. The most popular strategy used by translators is naming a new name regardless of the old name. This result is inconsistent with the results of the survey by moviegoers, which found that the names of American comedy film titles translated by the strategies of all translation and adding Thai language was the one they consented. It is a strategy for translating movie titles that conveys the meaning of the story and is the most attractive.

In conclusion, most of the previous studies concluded that there is no best translation strategy for movie title translation because of the inconsistency among movie viewers and the scattering employment of strategies. Most of them studied the strategies during a few years, but the current study tries to extend the period and number of samples as described in the next part.

Methodology

1. Data Source

1.1 Monomax application is the source for primary data in this research containing a list of translated movies' titles. The application offers a vast and varied dataset of English movies with Thai translation, providing rich material for analysis. Moreover, the main company, known as Mono Next, provides a free TV channel, Mono 29, with the nuanced logo with Monomax application. Audiences who want to watch more movies from its application can access this application easily at a cheap price of 99 Baht per month according to the information in 2024.

Figure 1 Logos of Mononext's chain (Source: Researcher, 2024)

1.2 The samples were the data collected during the years 2011–2020 out of the population of all movie titles in the application. The stated decade was the scope of the collected data because the timeframe of a decade helps in setting clear boundaries for data collection, analysis, and interpretation in the trend of film industry and translation practices during specific time.

2. Data Collection
2.1 Studied translation strategies, especially the emphasis on titles.
2.2 Set a model list of translation strategies on movie titles
2.3 Analysed the translation of movie titles using theories of translation strategies.
2.4 Categorized the analysis results according to the translation strategies.
2.5 Summarized and presented the results and discussion.

3. Data Analysis
3.1 Research Tools
The conceptual framework for this research study is derived from translation strategies in the study *Translating American Comedy Film Titles into Thai: Strategies and Analysis* by Supawan Thongwan (2012) because the strategies in the study were created to fit the specific English-to-Thai movie title translation strategies. According to Thongwan (2012), the information of movie title translation was compiled then the sample movie titles were categorized by the characteristics following movie title translation strategies. The result strategies from the previous study were adjusted in the present study to ease the categorization. There are 3 main categories: transliteration, translation, naming a new name, with different details. *Transliteration* means the act of writing the same words using letters of a different alphabet or language (Oxford Learner's Dictionary). *Translation* in this case is literal translation of the words in English movie titles into Thai movie titles. *Naming a new name* is the use of new movie titles in Thai language not derived from the meaning of English movie titles. The strategies of Transliteration and Translation contain the details of partial and all together with adding and not adding Thai language apart from the original English words. Totally, there are 10 strategies for the movie title analysis process as follows:

Table 1 Lists of movie titles' translation strategies from English into Thai

No.	Strategies of translations	Examples from Previous Study
1	All transliteration without adding Thai language	Toy Story 3 ทอย สตอรี่ 3
2	All transliteration and adding Thai language	Kung Fu Panda กังฟูแพนด้า วิบัติการณ์สยองโลก
3	Partial transliteration without adding Thai language	High School Musical: Senior Year ไฮสคูล มิวสิคัล
4	Partial translation and adding Thai language	The House Bunny บันนี่สาว หัวใจซี้ด
5	All translation without adding Thai language	You don't mess with the Zohan อย่าแหย่โซฮาน
6	All translation and adding Thai language	Killers เทพบุตรหรือนักฆ่า บอกมาซะดีๆ
7	Partial translations without adding the Thai language	N/A
8	Partial translations and adding Thai language	How to Train Your Dragon อภินิหารไวกิ้ง พิชิตมังกร
9	Naming a new name based on the original meaning	Cats & Dogs: The Revenge of Kitty Galore สงครามพยัคฆ์ร้ายขนปุย 2
10	Naming a new name regardless of the old name	Despicable Me มิสเตอร์แสบ ร้ายเกินพิกัต

3.2 Method of Data Analysis

3.2.1 The percentage is used to present the frequency of the strategies of movie title translation using the Excel program, with the following formula.

$$(N \times 100) \div T$$

N = The frequency of a strategy used

T = The total number of strategies used

3.2.2 The collected data, English and Thai movie titles, was categorized by the strategies for translating movie titles from English into Thai. The results in each strategy were rechecked by 5 interraters.

3.2.3 The results were analyzed and classified by the noticeable differences in percentage.

4. Data Presentation

The results of movie title translation strategies from English into Thai, during 2011-2020 are presented in, first, tables showing frequency and percentage found, together with other details of the results. Other details are in the discussion of results of how these strategies are used.

Results

In order to answer the research questions "which translation strategies are mostly employed for translating English movie titles into Thai?" and "how are the discovered strategies utilized in the translation of movie titles from English to Thai?", the following table shows the strategies found ordering from the most to the least employed strategies respectively.

Table 2 Results of strategies for translating English movie titles into Thai ordered by the frequency of strategies used

| No.	Strategies	Frequency	Percentage
1	Naming a new name regardless of the old name	199	39.72
2	Naming a new based on the original meaning	124	24.75
3	Partial translation adding Thai language	66	13.17
4	Partial transliteration adding Thai language	41	8.18
5	All translation adding Thai language	27	5.39
6	All transliteration adding Thai language	24	4.79
7	All transliteration without adding Thai language	13	2.59
8	All translation without adding Thai language	5	1.00
9	Partial translation without adding the Thai language	1	0.20
10	Partial transliteration without adding Thai language	1	0.20
	Total	**501**	**100**
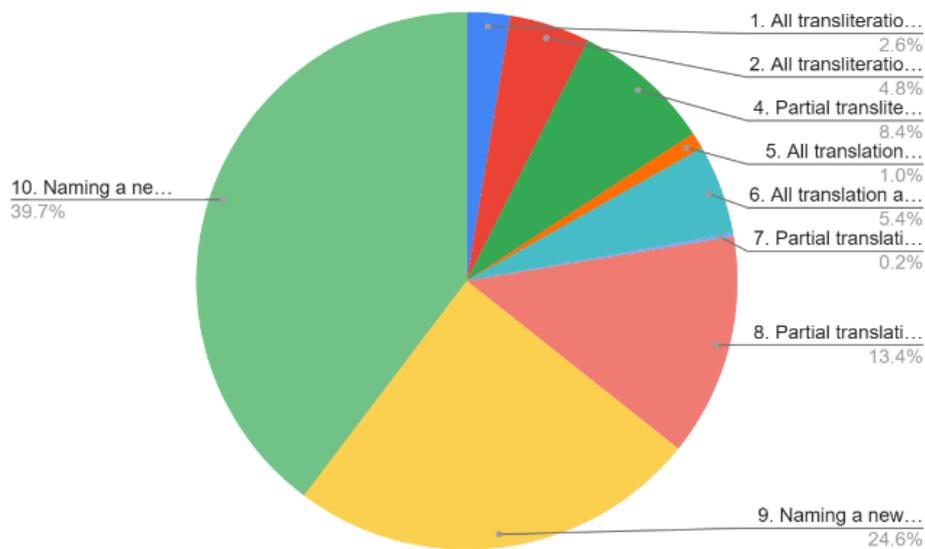
Figure 2 Pie chart of the Results (Source: Researcher, 2024)

Regarding 10 strategies for translating movie titles from English into Thai, it was found that all 10 translation strategies were found in the translated movie titles in the Monomax application from 2011-2020 with different frequency. It is noticeable that the most used strategy was "naming a new name regardless of the old name", 199 out of 501 calculated as 39.72%. The least frequently used strategies are "partial translation without adding the Thai language" and "partial transliteration without adding Thai language". More details were discussed below.

Discussion of Each Strategy

The results of the most employed strategy reveal that the titles of foreign movies mostly create new Thai names and ignore the original name in English. Table 3 shows some examples of the 199 findings categorized in "naming a new name regardless of the old name".

Table 3 Examples of the translated movie titles using the strategy "Naming a new name regardless of the old name"

		1. Naming a new name regardless of the old name		
No.	**Years**	**English Movie Titles**	**Thai Movie Titles**	**Meaning of Thai-Language Titles**
1	2011	Polisse	สู้เพื่อดวงใจอันยิ่งใหญ่	Fight for the great heart.
2	2011	Violet & Daisy	เปรี้ยวซ่า…ล่าเด็ดหัว	Sour and tangy…hunt for the head.
3	2012	King Of the Street	ซัดไม่เลือกหน้า ฆ่าไม่เลือกพวก	Beat whoever and kill anyone from any gangs.
4	2012	Magic Mike	เขย่าฝันสะบัดซิกแพค	Shake off your dreams, shake off your six pack.
5	2013	Twice Born	สายสัมพันธ์แห่งรัก	Bond of love
6	2013	Very Good Girls	มิตรภาพ…พิสูจน์รักแท้	Friendship proves true love.
7	2014	Lost River	ฝันร้ายเมืองร้าง	Abandoned-City Nightmare
8	2014	Love, Rosie	เพื่อนรัก กิ๊กเป็นแฟน	Close friend, concealing the desire of being a lover
9	2015	Little Boy	มหัศจรรย์พลังฝันบันลือโลก	Miraculous power of dreams which is well-known throughout the world
10	2015	Child 44	อำมหิตซ่อนโลก	Cruelty hidden in the world
11	2016	Brain on Fire	เผชิญหน้า ท้าปาฏิหาริย์	To face and challenge the miracle
12	2016	The man with the iron heart	ปฏิบัติการลับดับนาซี	Secret operation to extinguish Nazis
13	2017	Kidnap	ล่าหยุดนรก	Hunting to stop hell
14	2017	Sleepless	คืนเดือด คนระห่ำ	Fierce night, daredevil
15	2017	Wind River	ล่าเดือด เลือดเย็น	Fierce hunting, cold blood
16	2018	Future world	สงครามล่าคนเหล็ก	War of the iron man hunt
17	2018	Peppermint	นางฟ้าห่ากระสุน	Bullet hell angel
18	2018	The Row	สวยรากเลือด เชือดลากไส้	Bloody beautiful, cut and dragged out the guts
19	2019	Cold Pursuit	แค้นลั่นนรก	Wrath is noisy in hell.
20	2020	Brahms : The Boy II	ตุ๊กตาซ่อนผี 2	The doll with ghost hidden inside 2

Regarding the analysis of the strategy, it was found that the translated movie names preferred to follow their story's main idea as mentioned in Laongpol, 2020. If the titles had been literally translated, some might be incomprehensible. On the other hand, the translation in Thai language is not fascinating enough. Thus, creating a fresh title that effectively communicated the genre or content of the film, ensuring maximum understanding for the audience is needed. The most found strategy supports the study of Thongwan (2012), Janthajumrusrat (2019), and Laongpol (2020).

For example, the title "Peppermint" (2018) was translated with the meaning "Bullet hell angel" (นางฟ้าห่ากระสุน - nang-fha ha kra-sun). Generally, peppermint is a strong fresh flavoring from a type of mint plant, used especially to give flavor to sweets (Cambridge

Dictionary). The character of the English title is short and implies something as stated in Bai's (2018) study that a great English movie title is usually one or two keywords with strong implication. Once it is turned into a Thai title, it may sound like a flavor of gum which makes it difficult to guess the story. In contrast, the translator seemed to guide the plot and used evocative words to attract and excite audiences. The Thai title was derived from its storyline. Riley, whose husband and daughter were murdered by drug dealers, thought the law would bring justice to her family, but the courts failed to punish them. Amidst her disappointment and grief, anger drove Riley to change and train herself to become a killer, and bring justice to the wrongdoers in her own way. The movie "Peppermint" gets its name from a key moment involving Riley's daughter, who loved peppermint ice cream. This memory symbolized Riley's motivation and the contrast between her daughter's innocence and the violence she faced. The name highlights Riley's grief and her drive for justice.

Regarding second employed strategies: naming a new name based on the original meaning which were found in 124 titles, 24.75%, examples of the strategies are shown in table 4. The words related were underlined as shown.

Table 4 Example of the translated movie titles using "Naming a new name based on the original meaning"

No.	Years	English Movie Titles	Thai Movie Titles	Meaning of Thai-Language Titles
		2. Naming a new name based on the original meaning		
1	2011	Creature	อสูรสของแดนดิน	Terrifying Demon on the land/earth
2	2012	Aftershock	คนคลั่ง 8.8 ริกเตอร์	People are crazy at 8.8 Richter Scale.
3	2012	Now is Good	ขอบคุณวันนี้ที่เรายังมีเรา	Thanks for having each other today.
4	2013	Fading Gigolo	ยอดชายนายดอกไม้	Mr. flower, the great man
5	2014	Boychoir	จังหวะนี้ใจสั่งมา	This rhythm is commanded by my heart.
6	2014	Hercules 3D	โคตรคน พลังเทพ	Great man with god power
7	2015	Life Partners	กิ๊กเพื่อนรัก กั๊กเพื่อนเลิฟ	Part-time lover friend, concealing the falling in love with a close friend
8	2015	Queen of the Desert	ตำนานรักแผ่นดินร้อน	love legend, hot region
9	2016	Abattoir	บ้านกักผี	A house imprisoning ghosts
10	2017	Before I Fall	ตื่นมาทุกวันฉันตาย	Waking up every day, I die.
11	2017	The Zookeeper's Wife	ฝ่าสงครามกรงสมรภูมิ	Through the battlefield-cage war
12	2018	Freaks	คนกลายพันธุ์	Mutant human
13	2019	Departures	จะรักใครอย่าให้หัวใจต้องดีเลย์	If you love someone, don't let your heart be delayed.
14	2019	Little monsters	ซอมบี้มาแล้วงับ	Zombies have come to bite.
15	2020	Howling village	อุโมงค์ผีดุ	Fierce ghost tunnel

The strategy of naming a new name based on the original meaning involves using some Thai words that are recognizable similar to those in the original English movie names, but the overall meaning may not be related. They may relate in general or relate with Thai culture. For example, of the titles with close meaning between the original and the translated, the movie title "Aftershock" (2012) was translated as คนคลั่ง 8.8 ริกเตอร์ (khon klang 8.8 Richter). The Thai version means people were crazy when the earthquake reached 8.8 Richter Scale. Both "*Aftershock"* and "*Richter*" are related to earthquakes. *Aftershock* means a slighter sudden movement of the earth's surface that often follows an earthquake, and "*Richter*", generally known by Thais, was shortened from the word Richter Scale which is a system used to measure the strength of an earthquake. Regarding the movie *Creature*, the word "อสูร" (a-soon) is related to the word "creature" because "อสูร" (a-soon) refers to "a devil" or living things in an unpleasant way and "creature" refers to living things in common as well.

On the other hand, some translated Thai movie names are associated with Thai culture in language use. For the first example, *Little Monsters* (2019) was translated as ซอมบี้มาแล้วงับ (Sombie ma laeo ngab) in Thai. According to the plot, the story in this movie occurred in a school with children to be saved from zombies. The Thai meaning is Zombies have come; the word "zombie" is related to the word "monster" as they are scary non-human creatures. Moreover, to make the Thai title catchier, the word "ngab" can be interpreted as 2 meanings. The first is "to bite" expressing the action that zombies always do in any film. Another meaning of "ngab" is a cute pronunciation of the word "krab" which is the ending sound in a sentence for men to show politeness in Thai language. Perhaps, this cute pronunciation was used to express the cuteness of most characters in the story who were children.

Secondly, the title "Fading Gigolo" in English is translated in Thai as ยอดชายนายดอกไม้ (Yod Shaai Naai Dok Maai). The word gigolo and Nai Dok Mai are similar in meaning. *Gigolo* means a man who is paid by a woman to have sex with her or spend time with her". (Cambridge Dictionary). Meanwhile, the word *Dok Maai* which means *flower is* compared to the situation where *flowers* on the side road are collected by anyone to smell temporarily then they throw the flowers away. In addition, Naai in Thai is the title to call a man, compared to the title Mister. Although the lead actor was a florist, flower seller, according to the plot, the meaning expressing Thai culture appeared in Thai movie titles. Similar to the results of subtitle translation by Taowan (2021), cultural substitution can be found in the movie title if the context fits the words in the target language. With this technique, it is more interesting and seems to access audiences as well.

Table 5 Examples of the translated movie titles using "Partial translation adding Thai language"

No.	Years	English Movie Titles	Thai Movie Titles	Meaning of Thai-Language Titles
: **3. Partial translation adding Thai language**
1	2011	Family of Cannibals	ตระกูลโฉด โหดไม่ยั้ง	Brutal family, unrelentingly brutal
2	2012	Stash House	คนโหดปิดบ้านเชือด	Cruel guys locking a house to kill
3	2013	Spiders 3D	ฝูงแมงมุมยักษ์ถล่มโลก	Swarms of giant spiders attacking the world
4	2014	Hungry Ghosts	คืนปล่อยผี	The night of ghost release
5	2015	The Curse of Downers Grove	โรงเรียนต้องคำสาป	A School being put a curse on
6	2016	Before I wake	ตื่นแล้วเป็น หลับแล้วตาย	Wake up and alive. Sleep and die.
7	2016	Come and Find Me	ยิ่งหา ยิ่งหาย	The more finding, the more losing
8	2017	Rescue Under Fire	ทีมกู้ชีพมหาประลัย	Mass destructive rescue team
9	2018	Midnight sun	หลบตะวัน ฉันรักเธอ	Hiding the sun, I love you
10	2019	Scary Stories to Tell in the Dark	คืนนี้มีสยอง	Tonight, there are scary things.

Table 5 shows more examples for "Partial translation adding Thai language" with the frequency of 66 calculated as 13.17%. It is to translate some English words in a title into Thai, together with adding Thai language. For examples, the movie "Spiders 3D" (2013) was translated in Thai as ฝูงแมงมุมยักษ์ถล่มโลก (Foong maeng-mum yak talom lok). The word spider is translated directly as "maeng-mum". The word 3D which means, according to Cambridge Dictionary, the objects looking real and solid instead of looking like a normal flat picture, is not translated. However, the meaning of 3D is transferred as attacking the world together with the sense of spiders possessing the town by their amount as the word *swarms of giant spiders* following the plot of the movie. Regarding its plot, according to some problems with the Russian space station that crashed in New York, some pieces fell into an underground subway. Some molecules from space reacted with the spider's cells causing the spiders to be as big as a 30-storey building. They destroyed the city like crazy, thus terrifying the human race.

It is noticeable that this strategy was mostly used to translate nouns from English titles, such as the words *family, house,* and *ghosts*. This might be the main part that translators see and keep before adding Thai modifiers. However, there were some other parts of speech chosen to be translated before adding Thai language, such as *wake* and *rescue*.

Table 6 Examples of the translated movie titles using "Partial transliteration and adding Thai language"

			4. Partial transliteration adding Thai language	
No.	**Years**	**English Movie Titles**	**Thai Movie Titles**	**Meaning of Thai-Language Titles**
1	2011	Midnight in Paris	คืนบ่มรักที่ปารีส	A Night of Love in Paris
2	2013	Last Vegas	แก๊งค์เก๋า เขย่าเวกัส	Cool (slang) gang shaking Vagas
3	2014	The babadook	บาบาดุค ปลุกปีศาจ	Babadook, the Demon Awakening
4	2015	The Hunger Games: Mockingjay Part 2	เกมล่าเกม ม็อกกิ้งเจย์ พาร์ท 2	Game of hunt: Mockingjay Part 2
5	2016	Pride & Prejudice & Zombies	เลดี้ซอมบี้	Lady Zombie
6	2017	A Bad Moms Christmas	คริสต์มาสป่วนแก๊งค์แม่ชวนคึก	Chaotic Christmas with the gang of excited mothers
7	2018	The Hummingbird Project	โปรเจกต์สายรวย	Rich-line Project
8	2018	The spy who dumped me	2 สปาย สวมรอยข้ามโลก	2 spies impersonate across the world.

Regarding the third strategy, 41 titles, 8.18%, employing partial transliteration adding Thai language were found. It is obvious that most movie titles using this strategy have the characteristic of a proper name of, for example, city and people. However, some words which can be translated but well-known in Thai are also used in the form of transliteration, such as *Christmas*, *project*, and *spy*. Considering the proper name, The movie "Last Vegas" (2013) was transliterated with adding Thai language as แก๊งค์เก๋า เขย่าเวกัส (Gang gao kha-yao Vegas) interpreted as cool gang shaking Vegas. The word "gao" means *old and experienced*; it refers to the 3 protagonists who were post-retired seniors traveling to have fun and chaos in Las Vegas, a famous city full of entertainment of resort, party, gambling, etc., and the word "kha-yao Vegas" means *to shake Vegas*. Maybe, the reason for choosing to transliterate "Vegas" is because the word "Vegas" is generally spoken by Thais to refer to Las Vegas.

At the same time, the fifth and the sixth strategies have close numbers in frequency. All translation adding Thai language, ranking the fifth, have 27 titles, 5.39% as shown in table 7. Meanwhile, all transliteration adding Thai language appeared in 24 titles, 4.79% as shown in table 8.

Table 7 Examples of the translated movie titles using "All translation adding Thai language"

No.	Years	English Movie Titles	Thai Movie Titles	Meaning of Thai-Language Titles
		5. All translation adding Thai language		
1	2012	Run Hide Die	ทริปสยอง วิ่ง ซ่อน ตาย	Horror trip: Run Hide Die
2	2014	Insects in the Backyard	แมลงรักในสวนหลังบ้าน	Insects of love in the backyard
3	2014	Wolves	วูลฟ์ สงครามพันธุ์ขย้ำ	Wolves: war of mauling species
4	2016	Nine Lives	แมวเก้าชีวิตเพี้ยนสุดโลก	The world's most unusual nine-life cat
5	2018	Wish Upon	พร ขอ ตาย	- Blessing, wish, die - The blessing which you wish and die
6	2019	The Warriors Gate	นักรบทะลุประตูมหัศจรรย์	Warriors go through a miraculous gate

The whole words in the English titles were translated or transliterated then Thai words were added. There were various techniques to add Thai language. For example, some adjectives or modifiers were added. Concerning *all translation adding Thai language*, Nine Lives (2016) was translated with the meaning "The world's most unusual nine-life cat". Moreover, verbs and adjectives were added from direct translation words to make it more attractive. For example, Warriors Gate turned "Nakrob Talu Pratu Mahassajan (นักรบทะลุประตูมหัศจรรย์) which means a warrior getting through a miraculous gate. Similarly, for the all transliteration adding Thai, the meaning of the Thai version of Wolves (2014) were "Wolves: war of mauling species". It is noticeable that there were one or two words in the original titles, so once they were translated or transliterated, the meaning was not clear nor attractive in the Thai sense. Anyway, these strategies were used with the titles which already contain the storyline but still need some explanation. However, these two strategies were not quite chosen.

Table 8 Examples of the translated movie titles using "All transliteration adding Thai language"

No.	Years	English Movie Titles	Thai Movie Titles	Meaning of Thai-Language Titles
		6. All transliteration adding Thai language		
1	2012	Cloud Atlas	คลาวด์ แอตลาส: หยุดโลกข้ามเวลา	Cloud Atlas: stop the world to skip the time
2	2013	Jobs	สตีฟ จ็อบส์ อัจฉริยะเปลี่ยนโลก	Steve Jobs, a genius who changed the world
3	2014	Wolves	วูลฟ์ สงครามพันธุ์ขย้ำ	Wolves: war of mauling species
4	2016	Bad moms	แบด มัมส์ มันล่ะค่ะ คุณแม่	Bad moms: it's gonna be fun, moms.
5	2017	Logan Lucky	แผนปล้นลัคกี้ โชคดีนะโลแกน	Lucky robbery plan: good luck, Logan
6	2019	Polaroid	โพลารอยด์ ถ่ายติดตาย	Polaroid: a person whose portrait is taken has to die.

The characters of all transliteration adding Thai language is that the original names are just one or two words. They are borrowed words in Thai titles with a plus of Thai language to tell the theme of the story. Maybe, the transliteration was used because the original English name seems to be an important part in the story and it's the keywords which attract Thai audiences or be familiar for Thais. However, it is still too short and specific, not enough for Thai audiences, so Thai explanation was added to tell the genre or feeling of the movies.

Now focusing on the rare strategies, tables 9 - 12 show the results of little employed strategies. They are all transliteration and all translation without adding Thai language and partial transliteration and partial translation without adding Thai language with the percentage of 2.59, 1.00, and 0.20 for the last two.

Table 9 Examples of the translated movie titles using "All transliteration without adding Thai language"

7. All transliteration without adding Thai language				
No.	Years	English Movie Titles	Thai Movie Titles	Meaning of Thai-Language Titles
1	2013	Romeo Juliet	โรมีโอ จูเลียต	Romeo Juliet
2	2015	Irrational Man	อิเรชันนัล แมน	Irrational Man
3	2016	The Salesman	เดอะ เซลส์แมน	The Salesman
4	2017	Spider-man: Homecoming	สไปเดอร์แมน: โฮมคัมมิ่ง	Spider-man: Homecoming
5	2018	Stockholm	สตอกโฮล์ม	Stockholm

Table 10 Examples of the translated movie titles using "All translation without adding Thai language"

8. All translation without adding Thai language				
No.	Years	English Movie Titles	Thai Movie Titles	Meaning of Thai-Language Titles
1	2014	Before I Disappear	ก่อนที่ฉันจะหายไป	Before I Disappear
2	2015	Visions	ลางสังหรณ์	Visions
3	2016	I am a Hero	ข้าคือฮีโร่	I am a Hero.

Table 11 Result of the translated movie titles using "Partial transliteration without adding Thai language"

9. Partial transliteration without adding Thai language				
No.	Year	English Movie Titles	Thai Movie Titles	Meaning of Thai-Language Titles
1	2017	Eric Clapton: Life In 12 Bars	เอริก แคลปตัน	Eric Clapton

Table 12 Result of the translated movie titles using "Partial translation without adding Thai language"

10. Partial translation without adding Thai language			
No.	**Years**	**English Movie Titles**	**Thai Movie Titles**	**Meaning of Thai-Language Titles**
1	2015	The Last Witch Hunter	เพชฌฆาตแม่มด	Witch Hunter

The remark found from these 4 tables is that the translation *without adding Thai language*, appeared as the bottom 4 strategies, ranked 7 to 10, were rarely used as the strategy for English to Thai translation of movies. Focusing on the characters of the four bottom strategies, for the seventh, there were 13 titles (2.59%) using all transliteration without adding Thai language, such as Romeo Juliet (2013). Moreover, the movie titles using all translation without adding Thai language, ranking the eighth, appeared in 5 titles (1%), such as Before I Disappear (2014). The titles with these two strategies sound comprehensible and express the main idea of the story themselves. Thus, it seems not clear without adding Thai language.

On the other hand, it is also remarkable that partial both transliteration and translation without adding Thai language, the least adopted strategies, were found only one each in the sample movie titles during 2011 to 2020. The result agreed with Thongwan's (2012) study which found only 1 movie (1%) using partial transliteration without adding Thai language strategy. This translation strategy might be suitable for some specific name which is well-known and sounds clear according to the plot. In addition, for partial translation without adding Thai language, The Last Witch Hunter (2015) is translated as Witch Hunter; only one adjective "the last" was removed. Anyway, the lost word did not affect the main plot in the Thai title.

Briefly, it is quite outstanding that the translation *without adding Thai language* is not a favourite norm in the field of movie title translation in Thailand. These strategies seem to contrast to, as mentioned before, the characters of a movie's translation which need to convey the meaning of the theme and plot of the movie and must be attractive for audiences, and it is rare to find the movie titles which are translated or transliterated with no need of more Thai translation.

Discussions

Regarding the overall aspect of the results, the points are discussed below.

1. The results of the most adopted strategies in this study supports the results of Thongwan (2012) and Janthajumrusrat (2019) stating the top strategies used in movie title translation are naming a new name regardless of the original name. In the present study, naming a new name based on the original name is also ranked as the second top. Thus, instead of translation or transliteration of some words in the titles, the hint of the story using new words seems to be easier to control the mood of the movies. Ruangsri (2004) also mentioned the related characteristics of the catchy name in her study of creating titles for TV programs in Thailand. For example, the word "La" (ล่า) meaning "to chase" appeared in 43 movie titles, and the word "Deuad" (เดือด) meaning "being furious or being boiling" appeared in 14 movie titles. Arousing words which guide the exciting theme of the movies seem to rouse audiences to watch the movies. Bai (2018) also mentioned that informative function is crucial to movie title translation. It can be inferred that the catchy, attractive, and comprehensible movie names are the most concern in the film industry although the translation in Thai name is not related to the original English name.

2. Another focus is drawn to the strategies *without adding Thai language* which are at the bottom part of the result table, totally calculated as 3.99% while the four strategies with adding Thai language are calculated as 31.74%. Moreover, regarding the group of strategies adding Thai language, the finding shows that both partial and all *translation* outnumbered partial and all *transliteration*. These two points can be interpreted that the translators try to catch up with the theory concerning the deepest understanding of audiences, so they rather tried to convey the meaning or used a domestication strategy. During the past decades, domestication in film strategy was mainly concerned.

3. Anyway, the all and the partial "transliteration" (15.76%) was not adopted much less than the whole kinds of the "translation" (19.76%) according to the analysis of the current research. It was found that, first, the words in the titles are some specific names, such as main characters or places. Second, translators may use the same English word because the original titles are already well-known or clear in meaning for the target audiences. The transliteration is a foreignization strategy. According to Xu (2024), the foreignization strategy in English film title translation is chosen because the translators aim to immerse audiences in the feeling of the original language's culture.

4. It is also found that the aesthetic idea is applied frequently in the translated titles including rhyme and alliteration. Some titles with rhyme - the same sound words - are, for example, Love, Rosie (2014) translated as *phuenrak kak pen fan* (เพื่อนรัก กั๊กเป็นแฟน - close friend, concealing the desire of being a lover) and Before I Fall (2017) was *tuen ma tukwan chan taai* (ตื่นมาทุกวันฉันตาย - Waking up everyday, I die). Additionally, alliteration - the use of words beginning with the same sound or letter - was also used frequently in the translated movie titles in Thai although it was used less than rhyme. For instance, Queen of the Desert (2015) was translated as *tamnan rak, phandin ron* (ตำนานรักแผ่นดินร้อน - love legend, hot region) and Come and Find Me (2016) was translated as *ying ha ying haai* (ยิ่งหา ยิ่งหาย - The more finding, the more losing). According to Xu's (2024) English film title translation to Chinese, the factors of film title translation are related to language and culture features, aesthetic ideas, and commercial factors. Comparing the results of Thai language in movie title translation, it is quite clear that culture features, aesthetic ideas, and commercial factors are also concerned as mentioned in Nida's (1964) Translating for Dynamic Equivalence.

Conclusion and suggestions

Conclusion

In conclusion, the present research investigating translation strategies used in movies' titles from English into Thai found all 10 strategies. While previous studies stated that there was no precise conclusion about the best strategies, the current study made it clearer from 501 movie titles during 2011-2020 that, overall, the most employed strategy group for movie title translation is naming a new name. Next group is the strategies adding Thai language, and the last group employed is strategies without adding Thai language. The most used was "naming a new name regardless of the old name", and another naming a new name ranked the second. It also discovers that the strategies without adding Thai language, whether with all or partial translation or transliteration are not adopted much in the movie title translation in Thai. It can be seen that the strategies used in movie title translation have the characteristics of "interchangeable in a given situation" (p. 49) and translation is better when the situation is shared in common although they rarely are similar in linguistic sense (Catford, 1965).

According to the above parts, the discussion was explained along with Naida's (1964) and Newmark (1988) translation theory claiming that translation is an analysis of source text going through a simple process that is easy to understand, and the translation conveys meaning as much as possible to match the target language using the strategies appropriate for that movie. Obviously, meaningful translations play an important role in mass media translations because Naida's translational theory and procedures focus more on semantic interpretation (non-literal translation, meaning-based translation, and idiomatic translation) than word-by-word. Therefore, the translator needs to accurately convey the ideas from the original to the translated language and not distort the original meaning. Translators can also adopt words, idioms, and euphemisms to express the translated language in a way that is equivalent to the original language.

Recommendations

1. Further study may investigate the strategy of translating movie titles from English into Thai provided in other applications, such as Netflix, Disney+, VIU, Aisplay, WeTV and Line TV, etc.

2. Further study can compare the titles of the translated movie titles provided in more than one application using the strategy of translating movie titles from English into Thai.

3. It is also suggested to survey moviegoers' opinions on Thai translated titles for other foreign movies such as Indian, Korean, and Chinese movies, etc.

New knowledge and the effects on society and communities

The current research on movie title translation from English to Thai offers benefits for translation education and the film market. By providing extensive information on translation strategies and numerous detailed examples, it serves as a valuable resource for translation learners. These learners can use the insights to create compelling movie titles that resonate with Thai audiences, whether they follow common strategies or experiment with new ones.

Additionally, the research's vast sample size can guide marketing strategies for international film translations, ensuring promotional materials are culturally and contextually appropriate for the Thai market. Effective localization can enhance a film's marketability and audience engagement, contributing to the success of foreign films in Thailand.

In conclusion, this research promotes effective communication and offers valuable insights into translation practices, making it an essential resource for future research and understanding in the digital media landscape.

References

Bai, Z. (2018). On Translation Strategies of English Movie titles. *Journal of Language Teaching an Research, 9*(1), 119-124. Retrieved from http://dx.doi.org/10.17507/jltr.0901.15

Catford, J. C. (1965). *A Linguistic Theory of Translation.* (5ᵗʰ ed.). Oxford University Press.

Janthajumrusrat, C. (2019). The Strategies of Foreign Action Movies Translation into Thai. *Mahachula Academic Journal*, *6*(1), 254-264. Retrieved from https://so04.tci-thaijo.org/index.php/JMA/article/view/169903

Laongpol, J. (2020). Translation of foreign film and TV drama titles from English into Thai: Techniques and lexical usage. *Journal of Korean Association of Thai Studies, 26*(2), 261-290. Retrieved from https://profile.yru.ac.th/storage/journals/ddade61bca0651ebb3169bb286a3ce45.pdf

Mono Next. (2023). *About Mono.* Retrieved from https://www.mono.co.th/about-mono/

Munday, J. (2016). *Introducing translation studies: Theories and applications* (4ᵗʰ ed.). Routledge.

Newmark, P. (1988). *A Textbook of Translation*. Shanghai Foreign Language Education Press. Retrieved from https://www.academia.edu/41125352/a_textbook_of_translation_by_peter_newmark

Nida, E. A. (1964). *Toward a Science of Translating*. Retrieved from https://iniciacionalatraduccionuv.files.wordpress.com/2014/01/towards-a-science-of-translating-nida.pdf

Nida, E. A., & Taber, T. R. (1974). *The Theory and Practice of Translation.* E.J. Brill.

Ruangsri, P. (2004). *Title Invention for Thai TV Program.* (Master's Thesis, University of the Thai Chamber of Commerce). Retrieved from https://scholar.utcc.ac.th/server/api/core/bitstreams/870a17c8-67f0-4166-bacf-48e187ec440d/content

Sontisawang, T. (2020). A study of Translation Techniques Used in the Thai Subtitle of the American Movie "Deadpool. *Journal of Liberal Arts: Rangsit University,16*(1), 83-98. Retrieved from https://harrt.in.th/entities/publication/75586f8e-f71a-41d0-a247-dae26c53806b

Taowan, C. (2021). A Study of Subtitle Translation of English Taboo Words into Thai in Adult Animated Series entitled Big Mouth. *Journal of Language, Religion and Culture. 10*(1), 1-26. Retrieved from https://so03.tci-thaijo.org/index.php/gshskku/article/view/248418

Thongwan, S. (2012). *Translating American Comedy Film Titles into Thai: Strategies and Analysis.* (Master's Thesis, Silpakorn University). Retrieved from http://www.sure.su.ac.th/xmlui/handle/123456789/12911

Xu, L. (2024). A Brief Analysis of English Film Title Translation from the Perspective of the Strategies of Domestication and Foreignization. *Journal of Education and Educational Research, 7*(2), 177-182. Retrieved from https://doi.org/10.54097/przswq97