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Translating Chinese Comics Titles into the Thai Language

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Abstract

Comics have been a popular entertainment medium throughout the years. The Chinese cartoon has developed continuously since the late 19 century to early 20 century, imported into Thailand both in book form and online from around 2000, and has been translated into the Thai language for Thai readers. The translation of a comic's title has a profound impact in terms of attracting readers to that particular comic. This research is to study the translation of Chinese comics titles into Thai language. The objective is to study strategies for translation problems and solutions to problems arising from such translations. According to the research results, it was found that the giving titles method using the source language as a conductor of transmission was the most popular. The least popular method is giving titles by dynamic transmission.

Keywords: Chinese Language, Translating, Comics

The significant finding: It was indeed discovered that the giving titles method using the source language as a conductor of transmission was the most popular. While the least popular method was giving titles by dynamic transmission.



ARTICLES

1. Introduction

Currently, Chinese cartoons are very popular with Thai readers. Thailand imports Chinese cartoons, both in the form of a booklet and online Chinese cartoons. Chinese cartoons began to appear in Thailand in the year 2000. The first publisher of Chinese cartoons was Burapat Publishing House. In the beginning, Chinese cartoons in Thailand were translated into book form. But at present, accessing information on the internet is simple and easy. Thus, access to current Chinese comics can be done by searching online. The most popular platforms for reading Chinese comics are wecomics (https://www.wecomics.in.th/comics), (https://www.comico.in.th) comico mangatoon (https://www.mangatoon.mobi), etc. When Chinese cartoons are brought into Thailand, the challenge is how to make the reader in the target language understand them? We must have a translation. In marketing, interpreting cartoon titles to be attractive will influence the reader's interest in the cartoons.

The study of translation of Thai titles into Chinese or Chinese into Thai has resulted in both the translation of the titles of movies, dramas and series by using different theories. Ekachai Saengjantanu (2020) studied the strategies of translating the titles of Thai dramas and series into Chinese, using Newmark's concept and additional references from Pinpongsab (2018).Kullayanee Kittopakarnkit (2020) studied and analyzed the translation strategies of Thai horror film titles into Chinese using Memes of Translation theory as a framework. Jindaporn Pinpongsub (2018) analyzed the method of translating the title of Thai movies into Chinese, using the Skopos theory, with further reference from the research on 'Translating American Comedy Film Titles into Thai; Strategies and Analysis' by Supawan Thongwan. The results of these three studies were similar. The most common translation tactic was regiving titles and the least common was transliteration. From this translation of movie titles research, it emerged that there are many ways to translate them. In



this research, the theories of translation are used as a framework for the study. The purpose of this study was to analyze the translation of cartoon titles from Chinese into Thai.

2. Objectives

The objective is to study strategies for translation cartoon titles from Chinese into Thai.

3. Scope of research

In this research, the researcher studied the method of translating cartoon titles from Chinese into Thai. The population scope used in the research was 102 cartoons that were website wecomics sourced from (1) (https://www.wecomics.in.th/comics) 10 cartoons website comico (2) (https://www.comico.in.th) 22 cartoons (3) website mangatoon (https://www.mangatoon.mobi) 70 cartoons can be divided into fantasy cartoons (Fantasy/Sci-Fi/Dimensional) 21 cartoons. Horror (Horror/Murder) 8 cartoons. Romance (Romance/High School Love) 59 cartoons, Homosexual (BL/Yaoi) 6 cartoons and Comedy 8 cartoons.

Table 1. Number and types of Chinese cartoons in the research study

Cartoon Type	Number
Fantasy/Sci-Fi/Alternate	21
Dimension	
Horror/Murder	8
Romance/High School Love	59
Homosexual (BL/Yaoi)	6
Comedy	8
Total	102

Word definitions in the article

(1) Cartoons. Cartoons refer to caricatures, funny pictures, or portraits. It may be a

picture showing an event that the author intended to make fun of, a story book with pictures which divides the page into spaces with a short, easy-to-read description; the plot is usually a fairy tale or a novel (Royal Institute dictionary, 2002). The word cartoon in Chinese is called"漫画"meaning drawing narratives using simple exaggerated plots to describe everyday life, or stories that often employ a method of altering the nature of things, using metaphor, using different symbols amuse the reader (The Dictionary of Modern Chinese, 2016). In this research, the definition of Chinese cartoons is used to describe storytelling with pictures. It is divided into sections with short, easy-toread captions, created in China.

(2) Meme translation. Translation in meme theory is the process that represents the transmission of the source language meme to the target language meme. It applies to all translation-related practices, formats, principles, concepts and theories (Andrew, 1996). In this paper, the giving titles strategy is based on the transmission of the source language to the target language which can be divided into (1) giving titles by using the source language as the conductor (2) giving titles using the target language as the conductor of transmission (3) Giving titles by dynamic transmission

4. Research Methods

- 4.1 Study about Chinese-Thai translations and Thai-Chinese giving titles conventions
- 4.2 Collect information on a list of Chinese cartoons that have been translated into Thai.
- 4.3 Analyze the giving titles of Chinese cartoons in Thai by using the meme theory framework
- 4.4 Summarize and discuss the results of the analysis.



5. Results/Findings

The results of the study on translating Chinese cartoon names into Thai can be divided into the characteristics of giving titles Chinese cartoons and translating Chinese cartoon titles into the Thai language.

5.1 Giving titles Chinese cartoons

The characteristics of giving titles Chinese cartoons are divided into fantasy, horror, romance, homosexual, comedy. The number of syllables in Chinese cartoon titles ranges from 2 syllables to 13 syllables as shown in Table 2.

Table 2. Number of syllables used in giving titles Chinese cartoons

Cartoon Type/Number of syllables	2	3	4	5	6	7	8	9	10	11	13
Fantasy/Sci-Fi /Alternate Dimension	1		7	4	2	4	2	1			
Horror/Murder		1	6	1							
Romance/High School Love		4	9	7	7	19	4	4	2	2	1
Homosexual (BL/Yaoi)		2	1	3							
Comedy			1	2	1	4					
Total	1	7	24	17	10	27	6	5	2	2	1

Giving Chinese cartoons titles out of 102 titles, the number of syllables used in giving titles cartoons the most was seven, followed by four and the least is two syllables and thirteen syllables. If divided by cartoon type, Fantasy and horror cartoons use four syllables the most in their giving titles. Romance and comedy cartoons use seven syllables in their names the most. Homosexual cartoons use three syllables the most in their names. It can be seen that the giving titles of Chinese cartoons is neither too short nor too long. It doesn't use giving titles conventions like Chinese expressions that often have four syllables. The names of Chinese cartoons range from two syllables to thirteen syllables. The titles of the comics are both phraseological and sentence forms, which are in the form of short phrases rather than sentences.

5.2. Giving titles Chinese cartoons in Thai

Giving titles of Chinese cartoons in Thai 102 titles, divided into categories of giving titles Chinese cartoons in the Thai language as follows:

5.2.1. Giving titles by using the source language as the conductor of transmission

Giving titles Chinese cartoons in Thai by using the source language as the conductor, translators must have a conceptual and the cultural background of the cartoon names in the language (Chinese), which becomes like a new data container to transform information by using the target language (Thai). Giving titles Chinese cartoons in Thai by using the source language as the conductor can be divided into (1) Literal translations to the Thai language; 30 titles (2) Literal translations by omitting some words; 3 titles and (3) Literal translations by changing some words; 17 titles. Total of giving titles Chinese cartoons in Thai by using the source language as the conductor is 50 titles.

(1) Literal translations to the Thai language

Literal translations of Chinese cartoon titles to the Thai language mean the meaning and syllable number in Chinese titles and Thai Titles are similar. Using this translation method in this research have 30 titles; Fantasy/Sci-Fi/Dimensional 11 titles, Horror/Murder 3 titles, Romance/High School Love 10 titles and Comedy 6 titles.

Table 3. Literal translations to Thai language

Cartoon Type	Chinese Title	Thai Title
Fantasy/Sci-Fi	1.无人之境	แดนไร้คน
/Alternate	2.神医嫡女	ยอดหญิงหมอเทวดา
Dimension	3.少帅你老婆又跑了	ผบ.ครับ นายหญิงหนีอีกแล้วครับ!
	4.王爷不能撩	ท่านอ๋องแหย่ไม่ได้
	5.恶女的惩罚游戏	เกมการลงโทษของหญิงสาวชั่วร้าย
	6.王妃的婚后指南	เรื่องราวหลังแต่งงานของหวางเฟย
	7.血族禁城	เขตหวงห้ามแวมไพร์
	8.单挑吧王爷	มาสู้กันตัวต่อตัวดีกว่า องค์ชาย
	9.法医狂妃	พระชายาของข้าเป็นนิติเวช
	10.阴阳界的新娘	เจ้าสาวแห่งโลกวิญญาณ
	11.王爷你好贱	ท่านอ๋อง ท่านร้ายนัก!
Horror/Murder	1.怪奇笔记	บันทึกพิศวง
	2.我为苍生	ปีนั้นฉันเกิดใหม่
	3.半脸女王	ราชินีครึ่งหน้า
Romance/High	1.豹系男友的千层套路	กับดักรักของชายเสือดาว
School Love	2.Boss哥哥,你欠揍	Boss คุณจะหาเรื่องหรือคะ?
	3.帝少别太猛	ท่านประธาน อย่ารุนแรงเกินไปสิคะ
	4.冷情Boss请放手	ประธานเย็นชา ปล่อยมือฉันนะ
	5.对抗花心上司	ต่อต้านประธานจอมเจ้าชู้
	6.专属恋人	ที่รักสุดพิเศษ
	7.我被总在黑上了	ฉันถูกประธานแอนตี้แล้วสินะ
	8.冷酷总裁的夏天	ซัมเมอร์ของท่านประธานมาดนิ่ง
	9.不可以爱你	ไม่อาจรักเธอ
	10.一夜孽情: 吻别豪 门老公	คืนเสน่หา : ลาก่อนสามีที่รัก
Comedy	1.国民少帅爱上我	จอมพลสุดหล่อแห่งชาติได้ตกหลุมรักฉัน
	2.狂拽小妻	คุณภรรยาสุดแซ่บ
	3.吸血鬼男神	เทพบุตรแวมไพร์
	4.妙手小村医	ตำนานมือวิเศษ หมู่บ้านแพทย์
	5.我想有个男朋友	ฉันอยากมีแฟน
	6.女子学院的男生	ผู้ชายในโรงเรียนหญิงล้วน

Example 1. Literal translations to Thai language

《王爷prince你you好very贱bad》(Your

Highness, you are evil) translates in Thai as "ท่านอ๋องprince ท่านyouร้ายbadนักvery!" The translator of the title in Thai translated the meaning and format from the title in the source language,"王爷"mean prince,"你"mean you"好"mean very,"贱"mean bad. The translator directly translates Chinese

cartoon titles to the Thai language and places the modifier of the adjective after the adjective in Thai.

(2) Literal translations by omitting some words

Literal translation by omitting some words in the title in the Thai language that are the same or similar to Chinese. Some words in Chinese were omitted but did not affect the understanding of the target language. Using this translation method in this research has 3 titles; Romance/High School Love 2 titles and Homosexual (BL/Yaoi) 1 title.

Table 4. Literal translations by omitted some words

Cartoon Type	Chinese Title	Thai Title
Romance/High	1.极品辣妈 好 V5	คุณแม่สุดแซ่บ V5
School Love	2.我才不是 <i>恶毒</i> 女配	ฉันไม่ใช่ตัวประกอบนะยะ!
Homosexual (BL/Yaoi)	1.单向暗恋 <u>修</u>	รักข้างเดียว



Example 2. Literal translations by omitting some words

《单向one-way暗恋secret love你you》(one sided love) translates in Thai as "รักloveข้างเดียวone-way" The translator of the title in Thai took the meaning and form of the title in the source language and omitted "you" words.

单向 暗恋 你one-way secret love you รัก ข้างเดียว Love one-way

(3) Literal translations by changing some words

Literal translations by changing some words if titles in Thai are the same or similar to Chinese. Some words in Chinese have been changed in the Thai title, but do not affect the understanding of the target language. Using this translation method in this research has 17 titles; Fantasy/Sci-Fi/Alternate Dimension, 3 titles, Horror/Murder, 1 title, Romance/High School Love, 12 titles and Comedy, 1 title.

Table 5. Literal translations by change some words

Cartoon	Chinese Title	Thai Title
Туре		
Fantasy/Sci- Fi	1.风起苍岚	ฝ่าพิภพแดนชางหลาน
/Alternate	2.小皇书VS小皇	ตำราลับเฉพาะกิน
Dimension	叔	ฉบับป่วนรักเสด็จอา
	3.穿越西元3000 后	ลุ้นรักข้ามมิติ ปี ค.ศ. 3000
Horror/Murd er	1.苍白王座	บัลลังก์เปื้อนเลือด
Romance/Hi gh School	1.国民老公带回 家	พ่ายรักสามีแห่งชาติ
Love	2.入骨暖婚	วิวาห์รักในรอยแค้น
	3.老婆大人有点 冷	ที่รักจำ อย่าเย็นชานักเลย
	4.恶魔总统请放 手	สลัดรัก ประธานร้าย
	5.总裁爱上甜宠 妻	เลขาจอมซ่ากับซีอีโอขาโหด
	6.读心狂妃倾天 下	พระชายาผู้รู้ใจคุณ
	7.学霸哥哥别碰 我	รุ่นพี่หัวกะทิ ปล่อยฉันไปเถอะ
	8.影后老婆不许 逃	คุณภรรยาซุปตาร์จะหนีผมไปไหน ครับ
	9.丫头, 乖乖投 降	ยอมจำนนเถอะ ที่รัก
	10.楚医生也要谈 恋爱	อ้อนรักคุณหมอฉู่
	11.国民男神缠上 身	เทพบุตรสุดหล่อตกหลุมรักฉัน
	12.兮兮罗曼史	เปิดตำนานรักซีซี
Comedy	1.我的黑道男友	นายมาเฟียที่รัก

Example 3. Literal translations by changing some words

《风起Wind blows苍岚Canglan Land》(Adventures in the Land of Canglan) translate in Thai as "ฝ่าพิภพ Adventures แดนชางหลาน Canglan Land" The translator of the title in Thai took the meaning and form of the title in the source



language and changed the word"风起"to ฝ่าพิภพ Adventures

风起 苍岚

Wind blows Canglan Land

ฝ่าพิภพ แดนชางหลาน

Adventures Canglan Land

5.2.2 Giving titles by using the target language as the conductor of transmission

Giving titles by using the target language as the conductor of transmission in this research is giving the new title in the target language. Total of giving titles Chinese cartoons in Thai by using the target language as the conductor of transmission is 39 titles; Fantasy/Sci-Fi/ Alternate Dimension, 4 titles, Horror/Murder, 2 titles, Romance/High School Love, 28 titles, Homosexual (BL/Yaoi), 4 titles and Comedy, 1 title.

Table 6. Giving the new title in the target language

Cartoon Type	Chinese Title	Thai Title
Fantasy/Sci-	1.狂女重生: 纨绔七皇妃	บัลลังค์รักพระชายาเจ็ด
Fi/Alternate	2.恋爱生死簿	บันทึกรักฉบับยมทูต
Dimension	3.浴火毒女	ฮองเฮาท่านร้ายรัก
	4.心跳300秒	นาทีระทึก
Horror/Murder	1.凤逆天下	อลวนรักหงส์สยบปฐพี
	2.妃夕妍雪	ตำนานรักวังหลัง
Romance/High	1.染成婚	หล่อร้ายนายเทพบุตร
School Love	2.凤囚凰	เล่ห์รักบัลลังก์เลือด
	3.纯情丫头火辣辣	หน้าใสๆ ใครว่าไม่ Sexy!
	4.男神萌宝一锅端	ลูกของผมเรียกคุณว่าแม่
	5.谜般的少女	ยอดดวงใจอย่าไปจากผม
	6. 贺少的闪婚暖妻	จีบยังไงให้ได้ใจคุณหมอ
	7.甜蜜拍档	รักไม่ได้ตั้งใจกับคุณชายปากแข็ง
	8.冷宫废后要逆天	ยอดฮองเฮาแห่งตำหนักเย็น
	9.倾世医妃要休夫	ตำรารักคุณหมอข้ามมิติ
	10.簪中录	ปริศนาใต้เงาปิ่น
	11.一品嫡女	เกิดใหม่อีกครั้งฉันเป็นองค์หญิง
	12.若上首席总载之千金归来	เหยียบหางท่านประธานภาค 2
		เจ้าหญิงกลับมาอีกครั้ง
	13.天价宠妻	ติดกับรักประธานจอมจุ้น
	14.万丈光芒不及你	เธอคือแสงสว่างในใจ
	15.总载在上	Boss ที่รัก
	16.若上首席总载	เหยียบหางท่านประธานเข้าแล้วสิเรา
	17.废柴小姐的恋爱生存游戏	เกมรักของสาวนักเขียน
	18.人质情人	สาวน้อย เธอคือตัวประกันของฉัน
	19.枕上娇妻之交易婚约	งานแต่งที่ถูกบังคับกลับกลายเป็น
		ความรักสุดโรแมนติก
	20.邪少的纯情宝贝	คุณชายเจ้าเล่ห์กับสาวน้อยเบบึ๋
	21.喂,别动我的奶路	การเกิดใหม่อีกครั้งของเศรษฐีนี
	22.千金闲妻	สยบใจนายพลมาดนิ่ง
	23.萌宝来袭	อลเวงเจ้าตัวน้อยสื่อรัก
	24.隐婚蜜爱: 总载大叔的天 价宝贝	ยัยหนูของคุณอา CEO
	25.完美老公进化论	แผนการลับจับพี่ชาย (มาเป็นแฟน)
	26.滚下我的霸气老公	•ุกเข่าซะสามีที่รัก
	27.豪门夜宠: 萌妻超大牌	ภรรยาผมไม่ค่อยสนใจผมเลย
	28.十二少女星:川溪入梦	สาวน้อยสู้ๆ
Homosexual	1.心之茧	แค้นฝังรัก (RosyStarling)
(BL/Yaoi)	2.男神是一对	ไอดอลหน้าใหม่หัวใจตามฝัน
	3.你与我相遇	สะดุดรักนายแมวเหมี๊ยว
	4.风信花	ลมหลงบปผา
Comedy	1.总载爹地超给力	แด๊ดดี้ผมเป็น CEO
	435 - GV-G-1434	1



Example 4. Giving the new title in the target language

《滚下Get off我的my霸气domineering老公husband》

(Get off domineering husband) my translates Thai in as "คกเข่าซะkneelสามีhusbandที่รักsweetheart" (Get on your knees, my dear husband). It is the story of Xiao Ai who gave her whole heart to her husband, but the husband suddenly asked for a divorce. When she leaves him, the husband knows that he can't live without her. The translator of the title in Thai giving titles by giving the new title in the target language.

滚下 我的 霸气 老公

Get off my domineering husband คุกเข่าซะ สามี ที่รัก

Kneel husband sweetheart

5.2.3. Giving titles by dynamic transmission

Giving titles by dynamic transmission in this research is using the dynamic method for translating cartoon titles. Total of giving titles by dynamic transmission is 13 titles; Fantasy/Sci-Fi/ Alternate Dimension, 3 titles, Horror/Murder, 2 titles, Romance/High School Love, 7 titles and Homosexual (BL/Yaoi), 1 title.

Table 7. Giving titles by dynamic transmission

Cartoon Type	Chinese Title	Thai Title
Fantasy/Sci-	1.我的冥王谈恋爱	คำสาปร้ายรักจากเจ้าชายโลกวิญญ
Fi/Dimensional		าณ
	2.月殇	สงครามรักจันทร์เสี้ยว
	3.某天成为王的女儿	เมื่อฉันกลายเป็นเจ้าหญิงในโลกเวท
		มนต์
Horror/Murder	1.张公案	จางกง ยอดบุรุษไขคดี
	2.明星星血族	นายซุปเปอร์สตาร์เป็นแวมไพร์
Romance/High	1.酷大叔的恋爱物语	ไออุ่นของคุณหมอ
School Love	2.王爵的私有宝贝	เจ้าชายมาดนิ่งกับที่รักส่วนตัว
	3.豪门天价前妻	หวั่นใจอดีตภรรยาหมื่นล้าน
	4.恶魔,别吻我	นายปิศาจ อย่าจูบฉันนะ
	5.谁让我当红	ใครให้ฉันเป็นซุปเปอร์สตาร์ล่ะ
	6.豪门小老婆	ตื้อหัวใจภรรยาน้อย
	7.蜜桃小情人之烈爱 之下	รักหวานแหววของ CEO มาดนิ่ง
Homosexual	1.先干为敬	หมดแก้วนี้ เพื่อเธอ
(BL/Yaoi)		

Example 5. Giving titles by dynamic transmission

《张公^{Zhang Gong}案^{case}》 translates in Thai as "จางกง^{Zhang} Gong ยอดบุรุษ^{top}

man โขsolve คดีcase". It is the story of Zhang Gong, a pauper who hopes to enter the capital to become a nobleman. Although he is unlucky, he has the ability to solve cases. The translator of the title in Thai added the words "top man" and added a verb "solve" in the target language.



6. Conclusion

When researching the strategies translating Chinese cartoon titles into Thai from 102 Chinese cartoons, it was found that 3 types of translation strategies were used as follows: (1) Giving titles by using the source language as the conductor of transmission include Literal translations to the Thai language, Literal translations by omitting some words and Literal translations by changing some words, all of this totals 50 titles (2) Giving titles by using the target language as the conductor of transmission, 39 titles and (3) Giving titles by dynamic transmission, 13 titles. As a result, it can be concluded that Thai translators still prefer the method of translating to match the source language rather than giving titles a new name or dynamic giving titles.

Table 8. Giving titles Chinese Cartoon Titles to Thai Language

Cartoon Type		y using the sour iductor of transi		Giving titles by using the target language as the conductor of transmission	Giving titles by dynamic transmission
	Literal translations	Omitting word	Changin g word	Giving the new title in the target language	Adding word
Fantasy/Sci-Fi/ Alternate Dimension	11	-	3	4	3
Horror/Murder	3	-	1	2	2
Romance/High School Love	10	2	12	28	7
Homosexual (BL/Yaoi)	-	1	-	4	1
Comedy	6	-	1	1	-
Total	30	3	17	39	13

From **Table 8**, if divided by type of cartoon, it was found that fantasy cartoons, horror cartoons and comedy cartoons are named by using the source language as the conductor of transmission the most. Romance and homosexual cartoons use the Giving titles by using the target language as the conductor of transmission the most.

To conclude, it was found that there are different methods for giving titles Chinese cartoon titles in Thai. This research data can be used by cartoon title translators and those interested in translation. However, this research studies only the translation method. If anyone is interested in learning more, they can study

the translation of the cartoon title with factors for choosing to read the cartoon. Such information will be extremely useful in translation and marketing.

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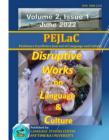


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