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 19th century to early 20th 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), comico (https://www.comico.in.th) and 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 Pinpongsub (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 sourced from (1) website wecomics (https://www.wecomics.in.th/comics) 10 cartoons (2) website comico (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.

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

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

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 or exaggerated plots to describe everyday life, or stories that often employ a method of altering the nature of things, using metaphor, using different symbols to 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-to-read 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 | 4 | | | | | | | | |
| Comedy | 1 | 2 | 1 | 4 | | | | | | | |
| Total | 1 | 7 | 24 | 17 | 10 | 27 | 8 | 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 source language (Chinese), which then 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 / Alternate Dimension | Chinese Title | Thai Title |
|-----------------------------------|--------------|-----------|
| Fantasy/Sci-Fi/Alternate Dimension | 王爷 you very bad prince | หลวงปู่ยุ่งคุณใจไม่ดี |
| Romance/High School Love          | 王爷你好贱 prince you bad | หลวงปู่ยุ่งคุณใจไม่ดี |
| Horror/Murder                     | 怪奇笔记 | คุณภิบาลหลาติ |
| Comedy                            | 国民少帅爱上我 | หลวงปู่ยุ่งคุณใจไม่ดี |

Table 4. Literal translations by omitting some words

| Cartoon Type | Chinese Title | Thai Title |
|--------------|--------------|-----------|
| Romance/High School Love          | 我们也是好朋友 | คุณภิบาลหลาติ |
| Horror/Murder                     | 我要你的命 | หนึ่งในหัวใจของฉัน |
Example 2. Literal translations by omitting some words

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

(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 Type | Chinese Title | Thai Title |
|--------------|--------------|-----------|
| Fantasy/Sci-Fi/Alternate Dimension | 風起蒼蘭 | ฝ่าฟ้าหุบเขาจางเหยง |
| | 小皇書VS小皇叔 | званั้นผู้กระจายน้ำมันไฟในบ้าน |
| | 穿越西元3000年 | ดูนิวเข้ามิติปีค.ศ. 3000 |
| Horror/Murder | 白皙王座 | บัลลังค์เป็นเงินเดือด |
| Romance/High School Love | 国民老公帶回家 | หัวเราะสามีแห่งชาติ |
| | 入骨暖婚 | รักช้าไม่สบายหัวใจ |
| | 恶魔总裁請放手 | สังหาร ปะรำรัก |
| | 華夏宮妃賭天下 | พระชนม์กู้โลก |
| | 学霸哥哥別碰我 | คุณกราฟิกเล่นอะไรไปอะ |
| | 風后老婆不許逃 | หย่าจะจวนแสง ห้าม |
| | 陰差骨頭 | สิ่งที่รักไม่รู้เห็น |
| | 国民男神缠上身 | ข้ามพ้นต้องรักของฉัน |
| | 兮兮羅曼史 | เสียงของนายที่รัก |
| Comedy | 我的黑道男友 | นามาสพิษทิ้ง |

Example 3. Literal translations by changing some words

The title "《風起蒼蘭 Land》 (Adventures in the Land of Canglan)" translate in Thai as "ฝ่าฟ้าหุบเขา แดนช้างลาย". The translator of the title in Thai took the meaning and form of the title in the source.
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language and changed the word “风起” to "Adventures".

风起 苍岚
Wind blows 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-Fi/       | 1. 女王重生：风月七皇妃 无条件ตำแหน่งเจ้าหญิง | 1. นางเอิญติดหนัก A Princess in Danger        |
| Alternate Dimension   | 2. 女神重生：风月七皇妃 无条件ตำแหน่งเจ้าหญิง | 2. เจ้าหญิงเกิดใหม่ A New Princess             |
|                       | 3. 风起苍岚 Wind blows Canglan Land               | 3. ลมขวางคงล้าน Wind Bends Canglan Land        |
|                       | 4. 心跳300秒 หัวใจสลาย300วินาที                   | 4. Heartbeat 300 หัวใจสลาย300วินาที             |
| Horror/Murder         | 1. 风逆天下 ลมกระหน่ำโลก                      | 1. ลมกระหน่ำโลก Wind Blow Around the World    |
|                       | 2. 凤逆天下 ผีพิภพ                       | 2. ผีพิภพ ผีพิภพ                            |
|                       | 4. 万丈光芒不及你 ดับค่ำคืน ไฟแรง              | 4. ล้านทรายแสงไม่เทียบ ดับค่ำคืน ไฟแรง       |
|                       | 5. 荒漠的少女 เด็กเหงื่อ                 | 5. สาวทะเลทราย เด็กเหงื่อ                     |
|                       | 6. 集市的幸福 เข้าใจ             | 6. ความสุขที่ตลาด เข้าใจ                       |
|                       | 7. 甜蜜拍档 ราวกับตื่นรู้เพื่อน               | 7. ความหวานของคู่ ราวกับตื่นรู้เพื่อน          |
|                       | 8. 冷宫废后要逆天 ความหลง               | 8. หลงในความหลง ความหลง                      |
|                       | 9. 梦回花木兰 เจ้าหญิงแฝง               | 9. ความฝันเกี่ยวกับ ผู้หญิงแฝง              |
|                       | 10. 青中录 สมุทรสาราสินชัย               | 10. สมุดรวบรวมอิศราสิทธิ์                    |
|                       | 11. 一指倾心 การให้ใจ       | 11. หูแย้มของจ่าหงส์ การให้ใจ               |
|                       | 12. 若上首席总裁之千金归来 เจ้าพ่อมาจะมี     | 12. ผู้นำที่ยิ่งใหญ่ เจ้าพ่อมาจะมี             |
|                       | 13. 无以为及 erguson                 | 13. บรรดาที่ไม่อาจมี erguson                   |
|                       | 15. 总裁在上 ประชามก                | 15. ผู้นำที่ยิ่งใหญ่ ประชามก                   |
|                       | 16. 若上首席总裁 เจ้าพ่อมาจะมี          | 16. ผู้นำที่ยิ่งใหญ่ เจ้าพ่อมาจะมี              |
|                       | 17. 拉手小当的恋爱生存游戏 การเก็บ    | 17. การเก็บกิ๊ฟเล่นรัก การเก็บกิ๊ฟเล่นรัก        |
|                       | 18. 人鱼精灵 เล่ห์ลวง                | 18. นางรายงิ้ว เล่ห์ลวง                         |
|                       | 19. 枕上娇妻之交易婚约 การแข่งขันการแต่ง     | 19. การจูกร้องการแต่งงาน การแข่งขันการแต่งงาน  |
|                       | 20. 十二女皇的交易婚约 การแข่งขันการแต่ง     | 20. การจูกร้องการแต่งงาน การแข่งขันการแต่งงาน  |
|                       | 21. 嘴, 嘴动我的奶路 การคุกเขี้ยวคร่ำ การสะท้อน    | 21. การคุกเขี้ยวคร่ำ การสะท้อน                    |
|                       | 22. 千金女皇 พระจันทร์พันถุง     | 22. นางสาวหมื่น พระจันทร์พันถุง                 |
|                       | 23. 琳妃来亲 การผูกใจเพื่อน               | 23. การผูกใจเพื่อน การผูกใจเพื่อน             |
|                       | 24. 要缠蜜爱：总裁大叔的天价宝贝 ด้วยหัวใจ    | 24. ความรักผูกผูก: ผู้นำที่ยิ่งใหญ่ ด้วยหัวใจ  |
|                       | 25. 老公老公速成论 การคุกเขี้ยวคร่ำ การสะท้อน    | 25. การคุกเขี้ยวคร่ำ การสะท้อน                    |
|                       | 26. 总裁老公速成论 การคุกเขี้ยวคร่ำ การสะท้อน    | 26. การคุกเขี้ยวคร่ำ การสะท้อน                    |
|                       | 27. 被总裁婚：粉丝大神 การตีเนื้อการฟัน              | 27. การตีเนื้อการฟัน การตีเนื้อการฟัน          |
|                       | 28. 十二女皇的交易婚约 การแข่งขันการแต่ง     | 28. การจูกร้องการแต่งงาน การแข่งขันการแต่งงาน  |
| Homosexual (BL/Yaoi)   | 1. 心之恋 เล่ห์ลวง                | 1. หูแย้มของจ่าหงส์ เล่ห์ลวง                   |
|                       | 2. 演绎是真爱 การช่วยเหลือการแต่งงาน              | 2. การช่วยเหลือการแต่งงาน การช่วยเหลือการแต่งงาน |
|                       | 3. 情与我相随 สุขสุภาพภายใน                  | 3. สุขสุภาพภายใน สุขสุภาพภายใน                |
|                       | 4. 风信花 สุขสุภาพภายใน                  | 4. สุขสุภาพภายใน สุขสุภาพภายใน                |
| Comedy                | 1. 总裁教主超给力 เล่ห์ลวง                | 1. หูแย้มของจ่าหงส์ เล่ห์ลวง                   |
Example 4. Giving the new title in the target language

《滚下 我的 霸气 老公》 (Get off my domineering husband) translates in Thai as "คุณเข่า สามี ที่รัก" (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
คุณเข่า 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-Fi/Dimensional | 1.我的冥王谈恋爱  | คำสารบรรจุจากเจ้าหน้าที่ได้รับบัญชี  |
|                      | 2.月殇                                             | หมายเหตุรับรู้พิเศษเรียก                 |
| Horror/Murder        | 1.张公案                                           | จางกง ยอดสมุทรচีดี                     |
|                      | 2.明星血族                                         | นามชุดเกี่ยวพันเพื่อเป็นแนวคิด                 |
| Romance/High School Love | 1.酷大叔的恋爱物语  | นามชุดเกี่ยวพันเพื่อเป็นแนวคิด                 |
|                      | 2.王爵的私有宝贝  | บันทึกรับรู้พิเศษเรียก               |
|                      | 3.豪门天价新妻  | หมายเหตุนาพิ์สินธุ์ด้านข้อความ               |
|                      | 4.恶魔，别吻我                                      | หมายเหตุดีจีแอนน์บัณฑิต                 |
|                      | 5.谁让我当红                                      | หมายเหตุแอนน์บัณฑิต                   |
|                      | 6.豪门小老婆                                      | บันทึกรับรู้พิเศษเรียก               |
|                      | 7.蜜桃小情人之男宠  | บันทึกรับรู้พิเศษเรียก               |
| Homosexual (BL/Yaoi) | 1.先干为敬                                         | หมายเหตุแอน์บัณฑิต                   |

Example 5. Giving titles by dynamic transmission

《张公Zhang Gong 案(case)》 translates in Thai as "จำกะกังZhang Gott ยอดบุรุษ ซีซี เพื่อดำกับคดี(case)". 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 of 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                  | Giving titles by using the source language as the conductor of transmission | Giving titles by using the target language as the conductor of transmission | Giving titles by dynamic transmission |
|------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------|
|                              | Literal translations | Omitting word | Changing 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                    | 1              | -              | 4                                        | 1          |
| Comedy                       | 6                    | 1              | 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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Translating Chinese Comics Titles into the Thai Language

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