

A STUDY OF STRATEGIES FOR TRANSLATING ENGLISH IDIOMS
IN SUBTITLES FROM RIVERDALE SERIES INTO THAI



PHATTHARAPHON CHANTHONG

An Independent Study Submitted in Partial Fulfillment
of the Requirements for the Master of Arts Degree
in English

June 2025

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การศึกษาทวิวิธีการแปลสำนวนภาษาอังกฤษในบทบรรยายได้ภาพ
จากซีรีส์เรื่อง Riverdale เป็นภาษาไทย



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Title

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Submitted by PHATTTHARAPHON CHANTHONG

Approved in partial fulfillment of the requirements for the
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University of Phayao

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Title: A STUDY OF STRATEGIES FOR TRANSLATING ENGLISH IDIOMS
IN SUBTITLES FROM RIVERDALE SERIES INTO THAI

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ABSTRACT

This qualitative research examined the strategies employed in translating English idioms in the subtitles of the TV series Riverdale into Thai. The aim of the study was to investigate the strategies utilized by translators to interpret idiomatic expressions, as well as to determine the frequency of each strategy and its applicability to the context of Thai subtitles. A total of 510 idioms were analyzed using Baker's Taxonomy (1992) as the theoretical framework. The findings revealed that six out of the eight identified strategies were manifested in the translation of English idioms. The most frequently used strategy was translation by paraphrase using unrelated words (43.73%), followed by translation by cultural substitution (26.86%) and translation by paraphrase using a related word (19.80%). Translation by a more neutral/less expressive word (5.49%), translation by omission (2.16%), and translation using a loan word or loan word plus explanation (1.96%) were also observed. However, translation by a more general word and translation by illustration were not found in this study. The results shed light on the strategies employed by translators in conveying the meaning of English idioms in Thai subtitles, highlighting the importance of linguistic and cultural considerations. The findings underscored the importance of cultural relevance and linguistic precision in audiovisual translation, offering insights that could inform future translation practices and enhance the effectiveness of subtitles in conveying idiomatic meaning to Thai audiences.

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Phattharaphon Chanthong



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CHAPTER I

INTRODUCTION

Background of the study

Human communication is made possible through language, which serves as a vital tool for understanding and interaction. Each language follows unique conventions widely accepted by specific countries and ethnic groups, fostering a sense of unity and national identity among speakers. Moreover, a nation's language provides valuable insights into its culture and identity, functioning not only as a means of communication but also as a representation of human culture and a symbol of its civilization. The English language has undergone significant changes over generations, particularly in areas such as pronunciation, the incorporation of borrowed words from other languages, and variations influenced by different cultural groups. Intercultural exposure often facilitates language exchange, leading to shifts in societal language use. As Tipmontaine (2016) notes, the emergence of new innovative concepts and technologies shaped by changing times similarly influences language, contributing to its continuous evolution. Contemporary globalization has brought significant changes compared to the past. The rapid advancement of technology has facilitated global interconnectedness, fostering the emergence of multicultural societies. Each society encompasses diverse cultures, values, worldviews, lifestyles, and language practices, necessitating communication among individuals from different ethnic groups for various purposes, such as trade and negotiation of agreements. Robinson, (1997) and Sahu, (2020) point out that these societies encompass diverse cultures, value systems, worldviews, lifestyles, and linguistic practices. Consequently, individuals hailing from various ethnic backgrounds find themselves compelled to engage in communication for a multitude of purposes, including trade negotiations, diplomatic agreements, and more.

Translation serves as a vital instrument in the realm of cross-cultural communication, aimed at enhancing the comprehensibility and effectiveness of intergroup interactions involving individuals with disparate languages and cultural backgrounds. Translation plays a crucial role in communication, particularly in scenarios

where individuals speak different languages. It enables people to bridge language barriers, allowing them to understand each other's thoughts, ideas, and intentions. By facilitating cross-cultural communication, translation helps individuals from diverse parts of the world interact, share ideas, and exchange knowledge. For instance, in international business, translation is crucial for enabling companies to communicate effectively with clients, partners, and suppliers who speak different languages. In addition, translation is essential in fields such as diplomacy, healthcare, education, and legal services, where clear and precise communication is paramount. In these domains, translation ensures that information is conveyed accurately and effectively, minimizing the risk of misunderstandings or misinterpretations. Taweekijruntawee (2004) noted that translation acts as a tool of cross-cultural communication, helping to bridge the gap between groups with different languages and cultures to make communication more understandable and effective.

Nida (1964) explains translation involves conveying the message in the target language as closely and naturally as possible to the source language. It is essentially a balancing act between two aspects: form and meaning. If a translator focuses too much on maintaining the format, there is a risk of misinterpreting the message. Conversely, if the translator prioritizes meaning over form, the original structure of the language may be altered. Thus, achieving an accurate translation that preserves both the form and meaning of the original text is a challenging task for translators. According to Kunasaraphan (2006), a translator must possess an in-depth understanding of both the source and target languages. This includes not only linguistic knowledge but also an awareness of communication, culture, and other specialized areas. Such comprehensive knowledge allows the translator to accurately convey the intended meaning of the message, ensuring that the recipient fully understands the communicator's intent.

Translating a piece of work is often seen as both a science and an art. It involves analytical skills that can be studied, with principles and explanations laid out in theory. However, it is also an artistic endeavor that requires practice to develop proficiency. While learning the rules is important, the translator must not neglect the artistic aspects of translation to fully master the craft (Nida, 1964). Prochazka (1942 as

cited in Nida, 1964) states that an essential aspect of a good translation is the translator themselves. For a translation to be effective, the translator must deeply understand the meaning, essence, and nature of the source language's words or concepts. They also need to be aware of the differences in language structure between the source and target languages. Finally, the translation should be conveyed beautifully from the source language to the target language.

From the above concepts of translation, it can be concluded that translation involves the transfer of meaning from one language to another. A translator must possess proficiency in both the source and target languages, as well as contextual and cultural knowledge of each. For a translation to be considered quality work, the target-language reader must accurately understand the meaning and intent the original author intended to convey. Translating any text while maintaining the full format and meaning of the source language can be challenging, as translation involves crafting the text in the target language to reflect a similar and natural meaning, both in terms of content and writing style. Translation often presents challenges, such as difficulties in understanding words, idioms, and various language structures. To overcome these issues, the translator must interpret the information comprehensively, recognizing that a word's meaning can have multiple levels, including its direct and connotative meanings. The translator must accurately convey the intended meaning that the original author wishes to communicate. Additionally, understanding the culture, worldview, and attitudes of speakers of both the target and source languages is crucial.

Idioms are another frequent translation challenge because they require an understanding of their meaning and a choice of an appropriate translation. Simply translating word-for-word might not work if the reader is unfamiliar with the cultural, environmental, or lifestyle contexts that underpin the idioms, making the background knowledge of idioms essential. The general communication of people in society, especially the interpersonal conversations that occur on a daily basis, offers several idioms that will enhance the conversation's understanding and enjoyment. In terms of translation, an idiom is an area in which translators have to use extreme caution since each society's linguistic and cultural variations have their own distinctive features

that are challenging for non-native speakers to comprehend. This is due to the fact that the phrases that are produced frequently have meanings that diverge from the word form's initial meaning. Idioms are deeply rooted in each society, reflecting its worldview, beliefs, behaviors, and lifestyles. They offer insights into the social conditions, culture, values, and language of a particular era, making them a rich source of understanding about life in that society.

English and Thai idioms have evolved over time, passing through many generations since ancient times. As a result, there are both traditional and contemporary idioms. Some older idioms may seem outdated or less appealing in the modern context, leading to their gradual disappearance. Additionally, idioms from one nation can be influenced by those of others, especially in today's interconnected world. Increased communication between cultures often leads to the adoption of foreign idioms. In the case of Thai language, the influence of English idioms has become more prominent. Examples include phrases like “kill two birds with one stone,” “love is blind,” “blood is thicker than water,” and “black sheep”, which have found their way into Thai usage. This exchange highlights the dynamic nature of language in a globalized society.

As mentioned above, idioms are a prominent feature of language commonly used in society. They frequently appear in various forms of media, including newspapers, books, novels, and multimedia, reflecting their relevance in contemporary usage. Among these, movies are one of the most popular mediums showcasing idiomatic expressions. In the past, watching movies typically required visiting a cinema, as technological advancements had not yet reached the level of convenience available today. This traditional mode of viewing has since evolved with the rapid development of digital technology, allowing movies and their idiomatic richness to be more accessible to wider audiences. The cinema business is therefore the best response to movie consumers. As a result, Over the years, cinemas have served as the main avenue for movie consumption among Thai audiences for over a century (Chayeenate & Sae-wang, 2019). Today, watching movies has become significantly more convenient due to the globalization era and the widespread use of the Internet in daily life. With internet access, viewers can stream movies online through various applications or

web browsers, eliminating the need to visit cinemas or purchase physical movie discs to play on video players (Mehta, et al., 2020). As the cinema industry has evolved, so too have websites and applications, adapting to the changing demands of audiences. The film industry has undergone significant transformations to cater to these shifting preferences. Increasingly, movie consumers are turning to streaming services and online platforms to watch films, resulting in a decline in DVD sales and, eventually, a reduction in their production. This shift represents another stage in technological evolution, moving from tangible media like DVDs and CDs to streaming multimedia content over the Internet.

Netflix, a leading subscription-based Internet entertainment service, has emerged as a prominent player in this digital landscape, boasting millions of subscribers globally. Offering a vast library of content without advertisements, Netflix appeals to a wide range of age groups and provides accessibility to diverse genres (Pereira, et al., 2015; Chan, et al., 2022; Statista, 2023). Since its launch in Thailand in 2016, Netflix has gained traction in the market, offering Thai subtitles and dubbing for select shows and enabling viewers to access original series simultaneously with global audiences (Samsaraiy, 2020; Riewpungul, 2019). Consequently, Netflix has reshaped movie consumption habits in Thailand and disrupted the traditional cinematic culture, underscoring the importance of subtitles in effectively disseminating content to diverse audiences.

Subtitle translation has garnered significant attention in recent years, primarily owing to its role in enabling a broader audience to access content across linguistic boundaries. In this specialized form of translation, the paramount objective is to faithfully convey the meaning of the original source material while ensuring the resulting translation is not only accurate but also resonates as natural and harmonious in the target language, facilitating comprehension by the audience. Furthermore, the task of subtitling translators encompasses the nuanced conveyance of emotions and sentiments, aligning with the emotional tone of the source language (Sontisawang et al., 2020). However, a formidable challenge encountered by subtitle translators is the issue of non-equivalence at the lexical level. This dilemma arises when the target language lacks a precise counterpart for a word or term found within the source text,

a phenomenon discussed by Baker (2011). Consequently, subtitling translators are tasked with a set of multifaceted responsibilities, including precision, timeliness, conciseness, clarity, consistency, cultural sensitivity, and meticulous editing and proofreading. In addition, Hajmohammadi (2004) states that integral to their role is the assurance that their translations effectively communicate the intended message of the original text, possess accurate timing for on-screen display, and adhere to appropriate length constraints. Furthermore, they are compelled to employ straightforward language, eschew cultural references and idiomatic expressions, and maintain unwavering consistency in style and terminology throughout the entirety of the content. By attentively addressing these factors, subtitle translators can engender high-quality translations that proficiently convey content to a diverse and expansive audience.

Baker's Taxonomy (1992) would be employed as a framework for the study because it offers a systematic way to categorize and analyze translation strategies, particularly in the context of idiomatic expressions. By referencing Baker's Taxonomy, the paragraph establishes a theoretical foundation for the analysis, indicating that the translation strategies are not arbitrary but are based on established principles in translation studies. Furthermore, Baker's Taxonomy provides a framework for understanding how translators approach the translation of idiomatic expressions, which can vary based on linguistic, cultural, and contextual factors. By incorporating Baker's Taxonomy into the study, it demonstrates a methodological rigor and scholarly approach to analyzing subtitle translation. In Baker's (1992) research on translation, investigation into non-equivalence at the word level reveals eight strategies. These include utilizing more general or neutral terms, cultural substitutions, loan words, paraphrasing, omission, and illustration. These strategies serve as valuable tools for translators when faced with unfamiliar texts, offering guidance on navigating linguistic discrepancies effectively (Khongbumpen, 2008; Narata & Rakpa, 2020).

The translation of idiomatic expressions poses a substantial challenge for subtitlers. Idioms typically carry figurative meanings deeply intertwined with the nuances of a language and its culture, rendering them intricate to accurately convey. Translators are tasked with comprehending not only the cultural context and regional

variations of the source language but also the figurative essence of the idiom. They must then devise effective means of communication within the spatial and temporal constraints imposed by subtitles (Sae Ong, et al., 2017; Wongchiu & Roongrattanakool, 2020). Nonetheless, Sangtrakarnkit (2017) has highlighted that the study of translating has primarily focused on methods employed in the translation of books, novels, and literary works. Consequently, the pool of idioms examined may lack diversity, and the language style may not adequately capture the variations and modernity required. This limitation arises from the fact that a significant portion of the studied literature either dates back several decades or is oriented towards children and young adults. To better reflect the linguistic and cultural dynamics of diverse societies, it becomes intriguing to investigate the strategies employed in translating idioms within contemporary media accessible to younger generations, free from age-related restrictions.

Currently, the study of translation strategies is a significant focus in various academic fields. However, one medium that has received comparatively less attention is the application of translation strategies in television series (TV series). The language used in TV series reflects contemporary modes of communication, making it a relevant example of modern, commonly spoken language. TV series often span multiple seasons and numerous episodes, frequently airing over the course of several years. As a form of prose entertainment, as well as novels and films, TV series portray language in contexts that simulate everyday situations. The dialogues of characters are typically natural and aligned with the narrative, offering valuable insights into contemporary lexicon and its practical usage. Furthermore, the inclusion of idiomatic expressions within episodes highlights the rich linguistic features present in this medium.

This study examines the translation of subtitles from the television series *Riverdale*. *Riverdale* is an American teen drama series that has been available on Netflix since 2017. The series has received numerous accolades, including Best Mystery/Thriller Television Series at the Saturn Awards in 2017, Best Costume Design in a Dramatic Series in 2020, and Best Cinematography in a Dramatic Series in 2021 at the Leo Awards. Given its critical acclaim and cultural significance, this series was selected for analysis due to its contemporary themes and diverse linguistic styles. The language in

Riverdale reflects the society, culture, and lifestyles of American teenagers, making it a valuable resource for studying language use and its application in general conversational contexts.

Therefore, a study of strategies for translating English idioms in subtitles from Riverdale series into Thai aims to analyze the techniques and strategies employed in translating intercultural idioms from English-language TV series subtitles into Thai, focusing on expressions commonly used in everyday conversations. These idioms play a crucial role in conveying the ideas, perspectives, and cultural nuances inherent in the English language. Idiomatic expressions are employed through specific language patterns in real-life contexts, allowing the translation to reflect the authentic portrayal of contemporary American society and culture. Furthermore, the findings of this study may provide a foundation for future research on subtitle translation in other films, TV series, and various forms of print media.

Objectives of the study

To investigate the translation strategies used in converting English idioms into Thai subtitles within the context of the TV series "Riverdale."

Research Questions

What strategies are employed by translators to translate English idioms into Thai in the subtitles of the Riverdale TV series?

Theoretical Framework

An analysis of idiom translation strategies based on the concept of translation by Baker's taxonomy (1992), which outlines eight strategies for addressing translation challenges. These strategies include translation by a more general word, translation by a more neutral or less expressive word, translation by cultural substitution, translation using a loan word or a loan word with an explanation, translation by paraphrase using a related word, translation by paraphrase using unrelated words, translation by omission, and translation by illustration. This framework provides a systematic approach for categorizing and understanding the various methods applied

in translating idiomatic expressions from English into Thai within the context of the selected television series.

Scope of the study

1. The analysis of translation strategies in this study focuses on a total of 30 selected episodes of the series Riverdale, with each episode having a duration of approximately 40 to 60 minutes.
2. Idioms are selected based on their linguistic and cultural characteristics that hinder direct or literal translation. Specifically, expressions are chosen if their meanings cannot be accurately conveyed through word-for-word translation due to cultural differences and unique contextual usage.
3. The study focuses exclusively on idiomatic expressions from the English-language series that are rendered in the Thai subtitles.
4. The study does not examine the accuracy or correctness of the translation of English idioms into Thai.
5. The Thai translations analyzed in this study are sourced from the subtitles available on www.netflix.com/th.

Significance of the study

1. This study provides valuable insights for learners interested in translation studies, particularly in understanding the strategies employed in translating English idioms from a mystery series into Thai. It offers a practical framework for those seeking to enhance their translation skills, focusing on the nuances of idiomatic expressions and their cultural adaptation in subtitle translation.
2. Educators can utilize the findings of this study as a resource to guide the teaching of English idioms and their Thai translations. The study presents a clear overview of how idiomatic expressions are conveyed across languages, which can be integrated into teaching materials and methodologies for language instruction.
3. The study is also beneficial for individuals aiming to improve their proficiency in English by adopting native-like expressions. By examining the appropriate use of idioms in context, learners can gain a deeper understanding of when and how to

select idiomatic language that aligns with real-life situations, thereby enhancing their communicative competence in both English and Thai.

Definition of terms

1. Translation Strategy: A translation strategy refers to the methods employed to address challenges in the translation process. Based on Baker's taxonomy (1992), translation strategies encompass eight distinct categories designed to guide translators in making decisions related to linguistic and cultural adaptation during translation.

2. Idioms: Idioms are expressions unique to a language, characterized by meanings that cannot be directly inferred from the literal interpretation of their constituent elements. These expressions often reflect cultural and linguistic particularities, making them integral to understanding both the language and its context.

3. Subtitle: A subtitle is a written translation or transcription of dialogue, typically displayed at the bottom of the screen in audiovisual media such as films or television programs. Subtitles are often used to translate or provide clarification of foreign language dialogue for viewers, particularly in cases of non-native language content.

4. Netflix: Netflix is a subscription-based streaming service that offers members access to a vast library of TV shows, movies, documentaries, and other audiovisual content. Subscribers can watch this content without commercial interruptions on any internet-connected device.

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH

In this chapter, the researcher will review relevant definitions, theories, and previous research related to the study. The chapter is organized into the following sections:

1. Translation
 - 1.1 Definition of Translation
 - 1.2 Types of translation
 - 1.3 Translation in subtitles
 - 1.4 Translation strategy
 - 1.5 Problem in translation
2. Idioms
 - 2.1 Definition of Idioms
 - 2.2 Idiom translation strategies
3. Riverdale TV Series
4. Previous Studies
 - 4.1 Previous studies related to translation
 - 4.2 Previous studies related to Idioms translation

Translation

1. Definition of Translation

Translation is important for cross-cultural communication, facilitating mutual understanding among individuals from diverse linguistic and cultural backgrounds. Consequently, it has emerged as a significant area of scholarly inquiry, garnering extensive attention from academics, as outlined below:

Nida (1964) defined translation as the process of transferring meaning from one language to another. This process involves producing a text in the target language that conveys meaning as accurately and naturally as possible, closely aligning with the original text. The approach prioritizes semantic equivalence over

technical aspects of writing. This aligns with Newmark's (1981) definition of translation, which characterizes it as a skill aimed at fully replacing text from one language with its equivalent in another. Conversely, Catford (1974) defined translation as the process of replacing the text in the source language with an equivalent text in the target language while preserving the completeness of both content and emotion from the original text in all aspects. As noted by Saibua (1999), translation is a linguistic process in which a text written in one language is replaced with a text in another language. The translator must ensure the accurate conveyance of ideas from the original text into the target language.

Larson (1998) explains that translation involves conveying the meaning of the source language into the target language. This process requires analyzing the source text to determine its meaning by examining its lexicon, grammatical structure, communication context, and cultural background. The source text is then reconstructed using the appropriate lexicon and grammatical structure of the target language, ensuring the preservation of the original meaning within its cultural context.

In conclusion, translation is both a science and an art that demands a thorough understanding of both the source and target languages. The primary focus is on accurately conveying the meaning of the source language into the target language. Additionally, knowledge of the culture and traditions of the native speakers plays a crucial role in enhancing the translator's expertise, enabling them to select appropriate words based on contextual factors. This ensures that the translation not only preserves the meaning but also conveys the emotional and cultural nuances, maintaining consistency across all aspects.

2. Types of translation

According to Saibua (1982, as cited in Narata, 2020), two main types of translation can typically be distinguished: literal translation and free translation.

1. Literal Translation

1.1 In the early period, word-for-word translation was commonly used, particularly in the translation of the Bible. The translator was required to preserve the meaning of the source language to prevent the content in the target language from becoming convoluted or difficult to understand.

1.2 Literal translation seeks to preserve the syntax and structure of the source language as closely as possible. This approach aims to translate the source text accurately and faithfully, without altering or adding any elements. Today, this technique is often applied in translating texts such as the Bible, treaties, and official documents.

1.3 Non-literal translation is a technique that involves modifying, deleting, or altering words or grammatical structures, rather than focusing on preserving the structure, meaning, rhythm, or content of the original language. This approach is typically employed in the translation of novels, short stories, and narratives.

2. Free translation

Free translation is a communicative approach designed to enhance the reader's understanding. It allows for the addition or omission of text to provide greater clarity or improve comprehension. This method is commonly employed in translating novels, news articles, and letters.

3. Translation in subtitles

Film subtitle translation is one of the most prevalent forms of literal translation in the modern era. In addition to making entertainment accessible to a wide audience, it serves as a valuable resource for individuals seeking to practice and improve their language skills.

Subtitle translation represents a distinct form of translation, differing significantly from the translation of novels or short stories. Unlike written narratives, subtitle translation focuses on converting the dialogues of movie characters into spoken language that captures the essence and enjoyment of the original content. Unlike screenplays, subtitles must be concise enough to fit within the allocated space beneath the visual frame, ensuring they are easily readable without detracting from the viewer's experience. Hajimohammadi (2004) explains that movie subtitles are designed to assist viewers in understanding the narrative conveyed through the visuals. However, the limited space allocated for subtitles restricts each line to a maximum of 28 characters, including spaces. Consequently, the translator must carefully select words to ensure that each line conveys the full meaning equivalent

to the original text while remaining concise enough for the audience to read comfortably within the given time frame.

Saibua (1999) emphasized that the purpose of translating film subtitles, like other forms of translation, is to convey the meaning of the original text as accurately as possible, ensuring that it elicits a response from the audience comparable to that of the original script. The translator must create a translation that is both meaningful and concise enough to fit within the space allocated for subtitles while maintaining a level of meaning equivalent to the source material. Saibua also outlined specific guidelines for translating movie subtitles, which include the following:

1. Review the entire script to gain a general understanding of its content and context, followed by watching the accompanying movie to align the dialogue with the visual elements.

2. When analyzing the meaning of an original documentary screenplay, which is often academic in nature, the translator must possess a solid understanding of the subject matter to accurately interpret its meaning. For screenplays that involve storytelling, the translator must also comprehend the language used in the characters' dialogue and have a deep understanding of the culture of the society in which the story is set, similar to the requirements for translating a novel.

3. When translating a text into its translated version, the translator must keep the following considerations in mind:

- 3.1 For a documentary film, the translator should select words that closely align with the original meaning and are appropriate for the target audience, taking into account factors such as age and education level. In the case of a fictional movie, the translator must choose language that suits the characters' roles, aligns with the context, and conveys the intended meaning effectively.

- 3.2 For subtitles, translators must restrict the number of words to fit within the space allocated for narration. In the case of dubbing, the translator must ensure that the number of syllables matches the actor's lip movements in the screenplay and that the translation concludes when the actor stops speaking.

- 3.3 The translation of rhetorical and figurative idioms today typically follows two approaches. The first approach does not retain the original expression

but instead creates a new analogy that conveys a similar meaning while sounding natural in the translated version. The primary goal is to preserve the original meaning as much as possible while ensuring that it aligns with the performance in the screenplay. The second approach involves directly translating the idiom or parable, often seen when translating Chinese screenplays into Thai. This method aims to maintain the original socio-cultural nuances, based on the belief that moviegoers will understand the expression through the context of the film.

4. Translation strategy

Nida (1964) broadly classified translation strategies into two categories:

Formal-equivalent translation.

Formal-equivalent translation is a direct translation, which aims to preserve the format and meaning as closely as possible to the original. For instance, if the original text is in verse, the translation will also be in verse; if the original is prose, the translation will be structured sentence by sentence. To achieve a high degree of fidelity to the original, this type of translation not only replicates the text and form but also strives to retain the wording, meaning, and grammatical characteristics of the original language.

Dynamic-equivalent translation.

This type of translation prioritizes the response of the target audience. Unlike direct translation, dynamic-equivalent translation does not rigidly follow the original structure of the source language. Instead, the grammatical and lexical aspects are adapted to suit the target language. The goal is to ensure that the translated version conveys the intended meaning in a way that is both comprehensible to the reader and retains the natural flow and cultural nuances of the target language.

On the other hand, Newmark (1988) introduced the concept of two types of translation strategies based on the principle of separation between the source language and the target language. These strategies are represented through a V-shaped diagram, as outlined below:

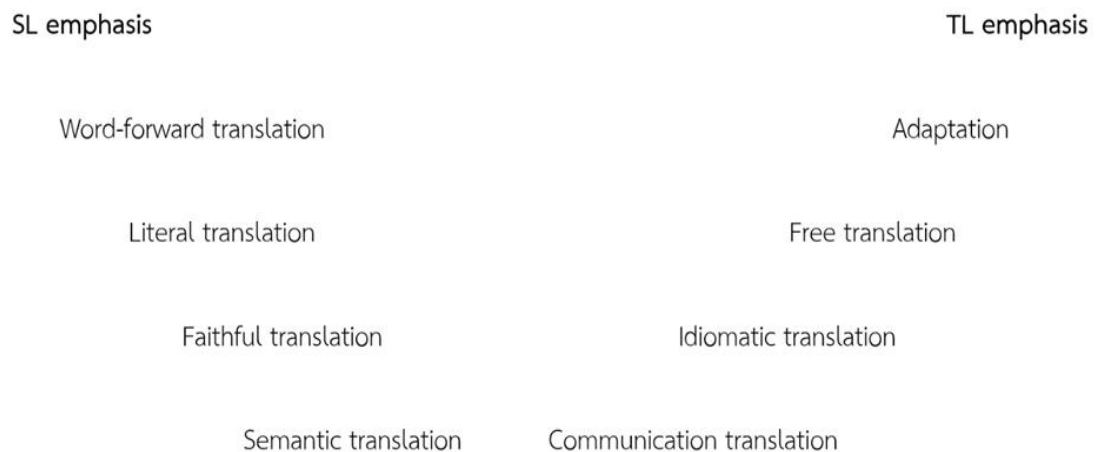


Figure 1 Newmark's translation strategy V-shaped diagram (1988).

Based on the V-shaped diagram, Newmark distinguishes between two types of translation strategies: one that emphasizes preserving the source language (SL emphasis) and the other that prioritizes the reader's comprehension of the target language (TL emphasis). Newmark categorizes translation strategies into two broad categories, placing importance on each type of translation along a continuum, from the most source-language-oriented to the most reader-comprehensible.

1. Source language emphasis.

This strategy prioritizes preserving the source language, categorizing translation methods from those that maintain the highest fidelity to the original language to those with less emphasis on the source language. The approach ensures that the translation closely mirrors the structure, wording, and cultural aspects of the source language.

1.1 Word-forward translation.

Word-forward translation places the greatest emphasis on the original language. In this approach, each word in the source language is translated with its general meaning, without considering the contextual nuances or variations that may arise depending on how the word is used in the specific context of the original text.

1.2 Literal translation.

Literal translation involves the translator striving to maintain a grammatical structure in the target language that closely mirrors the linguistic structure of the original language, while ensuring the general meaning of each word is preserved.

1.3 Faithful translation.

Faithful translation aims to preserve the original author's intent and present the translated text in alignment with the author's purpose. However, it must adhere to the structural characteristics and syntax of the target language, ensuring the translation remains accurate while accommodating the linguistic norms of the target language.

1.4 Semantic translation.

Semantic translation places minimal emphasis on the source language. Instead of directly translating the general meaning of the original words, the translator selects words in the target language that closely convey the intended meaning of the original text. The translator carefully considers the meanings of words in both the source and target languages, choosing the most appropriate words to accurately express the intended message.

2. Target language emphasis.

This approach focuses on ensuring that the translation is understandable to the reader in the target language. It prioritizes thematic meaning over preserving the linguistic or semantic structure of every word in the original text. Newmark categorizes these translation methods on a scale, from those that emphasize the target language most to those that emphasize it least, as follows:

2.1 Adaptation.

Adaptation is a translation method that is largely independent of the source language and places the greatest emphasis on the target language. The translator reinterprets and re-composes the text, adjusting it to reflect the cultural characteristics of the target language. While the cultural style or concepts of the source language may be altered, the original plot and underlying concept of the story are preserved.

2.2 Free translation.

Free translation involves conveying the original meaning of the source language, but without preserving its linguistic style or structure. The focus is on expressing the core message in a way that is natural and clear in the target language, often allowing for more flexibility in wording and sentence construction.

2.3 Idiomatic translation.

Idiomatic translation presents the meaning of the original text in a different form, often altering the original wording to reflect natural expressions in the target language. Translators choose words and phrases that may not directly correspond to those in the source language, but which convey the intended meaning in a way that sounds more natural and idiomatic to the target audience.

2.4 Communicative translation.

Communicative translation prioritizes the target language, aiming to convey the meaning of the original text in a way that is easily understood by the reader. The translator adapts the semantic and grammatical structure to fit the norms of the target language, ensuring clarity and naturalness. While the format and language use may differ from the original, the goal is to make the message accessible and engaging for the target audience.

Larson (1984) also proposed two types of translation strategies:

1. Form-based translation

This strategy is equivalent to literal translation. Larson explains that form-based translation focuses on the style and grammatical structure of the source language. It often results in translations that may sound unnatural, be difficult to comprehend, or, when translated into the receptor language, may lead to misunderstandings or inaccuracies.

2. Meaning-based translation

This approach is similar to idiomatic translation, where the translator prioritizes conveying the meaning and ensuring the naturalness of the receptor language. While the meaning of the source language is preserved, the style and grammatical structure are adapted to suit the norms of the target language, with the format being adjusted for clarity and readability.

Nida (1964) stated that translation involves writing the text in the target language so that it conveys the same natural meaning as the original text, prioritizing meaning over technical aspects. He acknowledged the difficulty for a translator to fully preserve both the format and meaning of the original text. In his approach, Nida emphasized meaning, focusing on conveying the intended meaning as accurately as possible. The translator's goal is to ensure that the meaning in the target language aligns closely with the meaning of the source language. However, this classification of translations is not a rigid principle. The type of translation chosen for each medium depends on the translator's judgment and the context's suitability. This is because each type of translation involves various elements, and different factors must be considered as important variables when making a decision.

In summary, various scholars such as Nida, Newmark, and Larson have categorized translation strategies into two main orientations: source language emphasis and target language emphasis. Strategies like formal-equivalent, word-forward, literal, faithful, and semantic translation focus on preserving the original text's structure and meaning, while strategies such as dynamic-equivalent, adaptation, free, idiomatic, and communicative translation prioritize delivering natural and clear meaning to the target audience. Ultimately, the choice of strategy depends on the translator's judgment, the purpose of the translation, and the cultural and linguistic context, highlighting that translation is a flexible and context-sensitive process rather than a strictly rule-bound one.

5. Problem in translation

Translation is a complex process, as it goes beyond the simple substitution of words from one language to another. It involves conveying meaning expressed in one set of linguistic codes into another. Specifically, when translating between Thai and English, the challenge is particularly significant due to the substantial linguistic and cultural differences between the two languages (Chanprapan, 2002; Pinmanee, 2019). Translation is not merely the substitution of words from one language to another but rather the conveyance of meanings, which involves numerous complex elements. The greater the differences between the source and target languages, the more challenges arise in the translation process.

Chanprapan (2002) identifies the challenges in translating between English and Thai, categorizing them into three main areas:

1. Language use and grammatical differences.

One of the most noticeable challenges in translating between Thai and English arises from their distinct grammatical structures and patterns of language use. A prominent issue, especially for Thai speakers learning or translating English, concerns verb tenses. In Thai, the timing of an event is often conveyed through contextual clues or additional words rather than changes to the verb form. For example, the sentence “เขาถูกรถชนเมื่อวาน” (He was hit by a car yesterday) uses the word “เมื่อวาน” (yesterday) to indicate the time of the event. The verb itself remains unchanged regardless of tense. In contrast, English relies heavily on verb conjugation and tense to indicate when an event occurred. For instance, in the sentence “He was hit by a car yesterday”, the tense is conveyed primarily by the verb phrase “was hit”, which is conjugated in the past tense, while “yesterday” specifies the exact timing. When translating from English to Thai, this difference poses a significant challenge because English verbs inherently carry tense information. In some cases, the original English text might not explicitly indicate the timing of an event, leaving the translator to infer whether the action is in the past, present, or future based on the context.

Another significant challenge in translating between Thai and English lies in the handling of singular and plural forms, which operate very differently in the two languages. In English, the distinction between singular and plural is obligatory for countable nouns. Every noun must specify whether it refers to one item or more, often with changes in the noun form or accompanying determiners. For example, “cat” and “cats” or “dog” and “dogs” distinctly indicate whether the subject is singular or plural. Thus, in a sentence like “I like cats, but I hate dogs,” the plural forms “cats” and “dogs” emphasize a general preference or dislike for these animals in plural. In contrast, Thai does not require such explicit distinctions. Countable nouns in Thai remain in their base form regardless of quantity, and pluralization occurs only when necessary to clarify or emphasize that something is more than one. For example, “แมว” (cat) can refer to either one cat or many cats depending on

the context. Additional words, such as numbers or quantifiers, are used only when specificity is required. When translating into Thai, the translator must infer from the context whether the English plural noun refers to a general category or a specific quantity. For example, the sentence “I like cats, but I hate dogs” might be translated into Thai as “ฉันชอบแมว แต่ฉันเกลียดหมา” without explicitly indicating plurality unless necessary. Conversely, when translating from Thai to English, the translator must decide whether the original Thai phrase implies singularity or plurality and adjust the translation accordingly. This interpretative step adds complexity, especially when the context is ambiguous.

The initial approach should involve considering the fact that the two languages possess distinct syntactic structures and usage conventions. Consequently, the grammar and usage of one language cannot be directly applied to another. While syntax and usage may evolve during the translation process, it is essential that the meaning remains consistent.

2. Structural differences.

When comparing the structures of Thai and English, certain similarities can be identified. For example, English includes simple sentences, while Thai uses independent sentences; English employs compound sentences, whereas Thai utilizes multiple sentences. Additionally, both languages feature various types of phrases. However, these structural similarities present more challenges than advantages. Although the formats appear comparable, the frequency and context of their usage differ significantly between the two languages. A case in point is the passive voice: in English, it is often employed when the object is deemed more important than the subject. In contrast, Thai typically reserves passive constructions for negative events, such as “He got hit by a car” or “She got fired”.

3. Cultural and perspectives differences.

The most obvious challenge arises when attempting to find an equivalent word or phrase in English to convey a concept specific to Thai culture. To address this, translators typically use three strategies: transliteration, description, or analogy. For instance, when translating the word “สังขยา”—a traditional Thai dessert that lacks a direct counterpart in English—the first approach might involve transliteration,

rendering it as “Sangkaya.” This method, akin to coining a new term, may initially confuse readers, but it offers the advantage of concisely capturing the intended concept. Alternatively, the second approach involves describing the item as “a Thai dessert.” While this method provides more context, care must be taken to avoid overly lengthy descriptions, which could result in cumbersome translations. The benefit of this approach lies in its ability to convey greater detail, though it risks sounding awkward or overly verbose. A third option is to draw an analogy, comparing “ไส้ขย้า” to a similar item in the target language, such as “custard.” In this case, one might describe it as “Thai custard,” thus offering a familiar point of reference while still conveying the essential characteristics of the original term.

Another issue, often subtle, arises from cultural differences in the way messages are conveyed. These differences are rooted in distinct ways of thinking that may not be explicitly stated in the text but are nonetheless present in the message. For example, Western cultures often emphasize individuality, while Eastern cultures may emphasize reverence for elders or humility. When translating from English into Thai, a common challenge is that certain meanings may not be easily interpreted until the underlying cultural context is understood. In such cases, the translator may overlook or fail to address these implicit cultural nuances, which can lead to an incomplete or inaccurate translation.

However, Baker (1992) identifies eight strategies employed by professional translators to address the challenges encountered during the translation process:

1. Translation by a more general word.

A type of translation where a specific term in the source language is replaced by a more general word in the target language. This type of translation aims to convey the meaning of the original text using a broader or more general term in the target language.

2. Translation by a more neutral/ less expressive word.

A type of translation where a less emotive or neutral word is used to replace a more loaded or emotive term in the source language. This type of translation aims to convey the meaning of the original text without the same level of emotional impact.

3. Translation by cultural substitution.

A type of translation where a culturally specific term in the source language is replaced by a culturally appropriate term in the target language. This type of translation aims to convey the same meaning as the original text, while also taking into account cultural differences and expectations of the target audience.

4. Translation using a loan word or loan word plus explanation.

A type of translation where a word or phrase from the source language is borrowed and either used as is in the target language or explained to clarify its meaning. This type of translation aims to convey the same meaning as the original text while preserving the cultural context and specificity of the source language.

5. Translation by paraphrase using a related word.

A type of translation where a word or phrase in the source language is paraphrased using a related word or phrase in the target language. This type of translation aims to convey the meaning of the original text using a similar or related term in the target language.

6. Translation by paraphrase using unrelated words.

A type of translation where a word or phrase in the source language is paraphrased using an unrelated word or phrase in the target language. This type of translation aims to convey the meaning of the original text using words or phrases that are not directly related to the original term.

7. Translation by omission.

A type of translation where a word or phrase in the source language is intentionally left out of the target language. This type of translation aims to convey the meaning of the original text while omitting certain words or phrases that may not be relevant to the target audience or that may be difficult to translate.

8. Translation by illustration.

A type of translation where a word or phrase in the source language is translated through the use of visual aids or illustrations. This type of translation aims to convey the meaning of the original text using images or diagrams that illustrate the concept being conveyed.

Regardless of the extent of the differences between Thai and English, these issues can be mitigated by distancing oneself from the source language as much as possible. When the translator is able to focus on the underlying meaning rather than adhering strictly to the language structure, the challenges posed by differing language patterns will no longer hinder the translation process.

In conclusion, translating between Thai and English presents notable challenges stemming from linguistic, structural, and cultural differences. Distinct grammatical systems, sentence structures, and cultural concepts require translators to go beyond word-for-word rendering and instead convey intended meanings accurately and naturally. While these issues can complicate the process, translators can effectively manage them by applying flexible strategies—such as using general or neutral words, cultural substitutions, paraphrasing, or even omissions and illustrations—to bridge gaps between languages and cultures. Ultimately, successful translation depends on the translator's ability to balance fidelity to the source text with clarity and appropriateness for the target audience.

Idioms

1. Definition of Idioms

Royal Institute of Thailand (2012), defines an idiom as “A phrase or expression crafted with stylistic language, often passed down through generations. Its meaning is not literal but conveys an underlying or figurative interpretation.”

Writings of all types often incorporate idioms or proverbs, a technique commonly used to convey emotions and feelings in a profound manner. Many scholars have summarized the nature and meaning of idioms as follows:

Chantasingh (1986 as cited in Sangtrakarnkit, 2017), noted that idioms are expressions used for comparison, often conveying meanings that differ from their literal interpretations. Typically, idioms function as metaphors to illustrate particular ideas or concepts. They are also sometimes employed to soften potentially impolite or taboo topics through indirect speech. For example, sayings intended to offer guidance or life lessons may, over time, evolve into proverbs.

Pinmanee (2009) states that idioms are phrases or sentences commonly used in speech, whose meanings often differ from their literal interpretations or from the original meaning of the individual words. As a result, direct or verbatim translation can lead to misinterpretation. Translating idioms is therefore more complex than translating individual words, which often have direct equivalents or definitions in dictionaries. Unlike words derived from linguistic structures, idioms arise from cultural contexts, societal values, and the way of life of the people who use them.

Baker (2005) outlined the grammatical constraints of idioms and fixed expressions as follows:

1. Fixed Word Order: The sequence of words in an idiom cannot be altered. For instance, “the short and the long of it” cannot replace “the long and the short of it.”
2. Word Omission Prohibited: Words within an idiom cannot be omitted. For example, “spill beans” cannot replace “spill the beans.”
3. Addition of Words Prohibited: Extra words cannot be added to an idiom. For instance, “the very long and short of it” or “face the classical music” are incorrect substitutions for “the long and the short of it” and “face the music,” respectively.
4. No Word Substitution: Words in an idiom cannot be substituted with synonyms or other terms. For example, “the tall and the short of it” or “bury a hatchet” cannot replace “the long and the short of it” and “bury the hatchet.”
5. Grammatical Structure Must Remain Intact: The grammatical structure of an idiom cannot be altered. For instance, “the music was faced” is incorrect as a replacement for “face the music.”

In summary, idioms are expressions composed of a group of words or statements whose meanings are not literal but convey deeper, often metaphorical, interpretations. One word within an idiom may function as a metaphor for another. While idioms share certain characteristics, their grammatical structures are distinctive and must adhere to specific patterns. Furthermore, an idiom's validity depends on its widespread acceptance within a particular linguistic and cultural community.

2. Idiom translation strategies

The translation of idioms involves various strategies. According to Baker (2005), translating idioms from one language to another depends on several factors. An appropriate translation must take into account the terminology and semantic structure that can effectively convey the intended meaning of the original language. Baker outlines four key translation techniques for idioms, as follows:

1. Using an idiom of similar meaning and form

This technique involves using words in the translated version that have the same meaning as those in the original language. The idioms in the translated version replace those in the original language, ensuring that the meaning of the translation remains consistent with the original idiom's meaning. The structure and form of the idiom in the target language mirror that of the source language idiom.

2. Using an idiom of similar meaning but dissimilar form

This technique is commonly employed when the idiom in the target language conveys a meaning that is similar to or aligns with the purpose of the idiom in the source language. Although the translated idiom may not match the exact words or structure of the original, it can be used interchangeably to preserve the same overall purpose and cultural flavor as the original idiom.

3. Translation by paraphrase

This technique is commonly used when no direct colloquial equivalent exists in the target language for the idiom. It involves translating the meaning of the source language into the target language, but with different lexical and linguistic choices. The translator conveys the meaning by explaining or summarizing the idiom, ensuring that the audience of the target language understands the message in the same way as the audience of the source language.

4. Translation by omission.

The translator skips or does not translate the expressions that appear in the original language. It may be found in cases where words or expressions in the translated language cannot be found in a manner comparable to the original version. The use of this type of translation strategy can sometimes lead to a lack of flavor or

communication because sometimes this refraining tactic may appear in such a way that the translator wants to avoid translating profanity or slanderous statements.

Strazny (2005) identifies three strategies for translating idioms:

1. Direct translation

This strategy involves translating the idiom in the target language using the same rhetorical structure as the source language idiom. The idiomatic expression in the target language closely mirrors the form and structure of the original idiom.

2. Idiom translation

In this approach, the translator uses an idiom in the target language that carries the same meaning as the idiom in the source language. The goal is to find an idiomatic equivalent in the target language.

3. Semantic translation

This strategy involves translating the idiom by conveying its intended meaning rather than using a direct equivalent. The translator may select words in the target language that express the same meaning as the original idiom or use a descriptive translation to explain the intended meaning of the source language idiom.

Based on the aforementioned concepts, it can be concluded that there are various translation strategies, each with distinct characteristics. These strategies can be broadly categorized into two main types: direct translation or source-centered translation, and free-form translation or target language-centered translation. In some cases, a combination of different strategies may be necessary to achieve the highest quality translation. For this study, the researcher applied Baker's taxonomy (1988) theory to analyze the strategies used in translating English into Thai, as it offers a comprehensive framework that encompasses the entire translation process.

Riverdale TV Series

Riverdale is an American supernatural horror crime drama television series based on the characters of Archie Comics. The series was adapted for The CW by Archie Comics' chief creative officer Roberto Aguirre-Sacasa, and is produced by Warner Bros. The series features an ensemble cast based on the characters of Archie Comics, with KJ Apa in the role of Archie Andrews, Lili Reinhart as Betty Cooper,

Camila Mendes as Veronica Lodge, and Cole Sprouse as Jughead Jones, the series' narrator.

IMDB (2017) summed the synopsis up as, the quiet little town of Riverdale is turned upside down after it is struck with the mysterious death of Jason Blossom, a popular high school student and member of the most powerful family in town. Archie and his friends explore the struggles of everyday life in a small town whilst taking on the haunting case of Jason Blossom. In order to solve this mystery, the rag-tag group of friends must first unlock the secrets that lie buried deep beneath the surface of their hometown. Riverdale may not be as innocent as it appears.

The series was selected for analysis for several compelling reasons. First, Riverdale has gained widespread popularity among global audiences, including Thai viewers, which highlights its cultural impact and relevance. Second, its dialogues contain a rich variety of idiomatic expressions, slang, and cultural references, making it an excellent source for studying the challenges and strategies involved in translating contemporary spoken English into Thai. Third, as a modern series blending multiple genres—teen drama, mystery, crime, and supernatural elements—it offers diverse contexts and registers of language that test a translator's ability to convey nuances accurately. Finally, its availability with both original English audio and official Thai subtitles provides practical material to analyze real translation choices and their effects on audience understanding. These factors combined make Riverdale a valuable and representative case study for exploring subtitling practices and idiomatic translation strategies.

Previous Studies

1. Previous studies related to translation

Translation is a widely studied and highly regarded field, encompassing various specialized areas such as novel translation, script translation, film translation, and song translation.

In the context of novel translation, Narata and Rakpa (2020) examined the use of eight translation strategies in the Thai translation of *The Wizard of Oz*, employing Baker's taxonomy as the analytical framework. Their study identified the

application of seven out of Baker's eight strategies: translation by cultural substitution, translation by a more general word, translation by a more neutral or less expressive word, translation using a loan word or loan word plus explanation, translation by omission, translation by paraphrase using a related word, and translation by paraphrase using an unrelated word. Among these strategies, translation by cultural substitution emerged as the most frequently employed technique, accounting for 57.07% of the instances in the translation from English to Thai.

In addition to international novels, cross-cultural translation strategies have also been explored in Thai literature. Chaleegul (2019) investigated the translation techniques used in the Thai novel *Jan Dara*, applying Nida's (1964) five categories of cultural words. The study's primary goals are to identify 1) the translation techniques applied to each of the questioned cultural words and 2) the techniques applied to each category of cultural words. There were 3 words on ecology, 28 words on material culture, 65 words on social culture, 45 words on religious culture, and 106 words on linguistic culture. Newmark's (1995) 8 translation methods were then investigated, namely, 1) transference, 2) literal translation, 3) classifiers, 4) neutralization, 5) accepted standard translation, 6) cultural equivalent, 7) paraphrasing, and 8) deletion. In particular, the study explores the extent to which these methods were used in each cultural word category. The findings demonstrated that certain categories of cultural words showed a strong preference for specific translation methods, while other categories exhibited more varied or less defined preferences.

This research aligns with Krai-on (2013) that brought the novel “*Si Pan Din*” or “*Four Reigns*” to study the translation of cultural words using the conceptual framework by Newmark (1988). The objectives are 1) to study strategies for translating Thai cultural words into English, 2) to study techniques in translating Thai cultural words into English, and 3) to analyze the relationship between those strategies and techniques. The finding shows that the most frequently used strategies for translating Thai cultural words into English include literal translation, free translation, and transcription/transliteration strategy, respectively. It is also found two additional strategies, which are omission and the combination of transcription/transliteration and literal translation strategy. Regarding translation techniques, the finding reveals

that the most frequently used techniques are elaboration technique, summarizing technique, complete translation technique, adjustment technique, and giving reference technique, respectively.

In addition to novel translation research, there are translation studies in other media such as Sontisawang, et al. (2020) that have studied translation strategies in the movie “Deadpool”. The aims of the study are: 1) to investigate the translation problems which occur with the subtitles in the action, adventure, and comedy American film Deadpool, and 2) to examine the translation strategies based on Baker (2011), Newmark (1988), and Ngampradit (2012). The findings showed that the examples were divided into 10 different translation techniques. The following were discovered to be the translation techniques used most frequently to lowest: 1) Cultural substitution (31.08%), 2) a word with greater emotional impact (11.26%), 3) a word with less emotional impact (10.81%), 4) omission (10.36%), and 5) a word with greater generality or superiority (8.1%). The results of this study also showed that using multiple translation strategies can help solve the problem of translating texts from one culture into another.

Natee (2000) studied strategies for overcoming linguistic and cultural interference in translating a movie subtitle from American English into Thai. Translated from the subtitles of four English films released in Thailand between January 1995 and December 1996: 1) TheWar 2) Casper 3) Mission Impossible 4) Primal Fear. The study's results revealed that translators used five strategies to avoid linguistic interference that appears in grammatical structures: structural change, sentence type change, pronoun omission, and voice change, the lexical strategies comprise inference. There are three strategies for avoiding linguistic interference in vocabulary: summarization, transliteration, and contextual use of words. In terms of culture, literal translations were avoided in the translation of idioms.

Other than the study of movie script translation strategies, there is also a study of strategies for translating taboo words. Settanyakan (2021) aims to analyze and present strategies commonly used by professional translators in translating taboo words in movie subtitles from English into Thai. The data samples were composed of pairs of translated and original taboo words collected from subtitles of films chosen randomly from the Box Office's top-ranked 20 films of 2019. The analysis

of translation was categorized into two areas: global translation strategies based on Newmark's (1988) theory, and local translation strategies based on Davoodi's (2009) theory. The analysis of the results showed that the translators used 6 strategies, in the following order of frequency: communicative translation (54%), free translation (18%), non-translation (15%), semantic translation (8%), faithful translation (4%) and idiomatic translation (1%). In addition, there were 5 local strategies used by the translators: taboo for taboo (44.4%), taboo with euphemism (20.4%), censorship (14.8%), applying euphemism (13%), and substitution (7.4%). The findings suggest that most translators place a high value on translating taboo words and therefore favor using communicative translation techniques such as "taboo for taboo" in addition to these techniques in order to produce translations that are effectively conveyed in Thai while maintaining fidelity to the English originals. When translators come across particularly crude taboo words, they will change the words to something more polite in Thai.

The taboo word translation strategy, in addition to being used in case studies in movies, is also used in TV series studies. Riangsiri (2021) has studied the strategies of translating cultural words of taboo words in the subtitles of characters from Thai into English in a TV series: a case study of "Love by Chance". The aims of this study were 1) to study the strategies for translating culturally specific taboo words, appearing in the subtitle of Love by Chance the Series, from Thai into English. 2) To classify translated taboo words in the target language into the types by which each translation strategy was used so that guidelines that can be applied by other translators can be clearly provided. The research findings revealed that the translator gave priority to avoiding using expressive or long word groups to convey meanings in the subtitle: 1) Translation by using lexical-equivalent words, 2) Translation by using descriptive phrases, 3) Translation by using more generic words, 4) Translation by using more specific words, 5) Translation by using figurative senses, 6) Translation by using loan words with short explanations, and 7) Translation by using cultural substitutions. The most frequently used strategy was the translation by using lexical-equivalent words.

Apart from that the study of translation in movies, Warachananan and Roongrattanakool (2015) also studied the translation of Songs in Walt Disney's animated feature films. The study's primary goal was to 1) examine the word-by-word translation techniques used when songs from Walt Disney's animated features were translated from English into Thai. 2) Each translation strategy's frequency was also measured. The framework for the data analysis was applied using the translation strategies Baker (1992) proposed for dealing with non-equivalence at the word level. The data for the study was the original song lyrics and the Thai translation versions of 27 songs from four of Walt Disney's animated feature films which were released between 2003 and 2013. Based on Baker's (1992) framework, the study's findings showed that there were seven such translation strategies that were utilized. Translation by omission, translation by paraphrasing using unrelated words, translation by using a loan word, translation by paraphrasing using a related word, translation by a more general word (superordinate), translation by a more neutral/less expressive word, and translation by cultural substitution were the translation strategies, listed in order of most to least frequently used. The frequency of each method of translation was determined by taking into account the poetic nature of song lyrics, the linguistic variance between Thai and English, and the sociocultural context of both the source text and the target text.

Chanhom (2020) has studied the translation strategies of English to Thai: a case study of comic movie' songs translated by Thani Phunsuwan. The goals of this study were to investigate Thani Phunsuwan's strategies for translating Disney cartoons' English to Thai lyrics, as well as the strategies Phunsuwan used for translating the cartoons' English to Thai lyrics that were screened in theaters from 2010 to 2017. In both the source and target languages, twenty-five lyrics were examined. The finding became clear that all methods and strategies were used to translate songs' lyrics into Thai while faithfully maintaining each song's original meaning, rhythm, and melody. Themes from the source language's culture that were relevant to the target language were also considered. It helped readers and listeners of both the source language and the target language clearly understand the cultural context of the lyrics.

2. Previous studies related to Idioms translation

Research that appears on the topic of translation of idioms and screenplays has received widespread attention in the educational field.

Kunasaraphan (2006) conducted a study on the translation of idioms from English-language movie subtitles into Thai, focusing on films that won the Academy Award for Best Original Screenplay between 1994 and 2004. The nine films included in the study were: 1) Pulp Fiction, 2) The Usual Suspects, 3) Fargo, 4) Good Will Hunting, 5) American Beauty, 6) Almost Famous, 7) Gosford Park, 8) Lost in Translation, and 9) Eternal Sunshine of the Spotless Mind. A total of 274 idiomatic expressions were analyzed using Newmark's (1988) translation theory, alongside semantic analysis to compare the meanings of English idioms and their Thai translations. The results revealed that the most frequently used strategies for translating idioms from English into Thai were free translation, idiomatic translation, word-for-word translation, deletion, and transcription, in that order. Semantic analysis showed that the translators prioritized the meaning of the idioms when translating from English to Thai, ensuring that the intended message was preserved. This finding indicates that the translators adhered to standard translation guidelines, focusing on conveying the original meaning of the idioms.

Sangtrakarnkit (2017) studied the strategies of translating English idioms into Thai and categorizing English idioms that appear in the subtitle of *The Social Network* based on Baker's (2005) concept of idiom translation strategy. A total of 90 idioms were found. The finding indicated that the strategies used in the translated work of English idioms in *The Social Network* subtitles were translated by paraphrase (54.44%) translation by using an idiom of similar meaning and form (37.78%) translation by omission (4.44%) and translation by using an idiom of similar meaning but the dissimilar form (3.33%). In addition, the result revealed that there were 8 devices of idioms that appeared in the subtitles: Phrasal verbs (56.67%) verbal Idioms (13.33%) key words with idiomatic uses (11.11%) idioms with keywords from special categories (6.67%) idioms with prepositions (5.56%) idiomatic pairs (3.33%) idioms with nouns and adjectives (2.22%) and idioms from special subjects (1.11%).

The study of translation strategies in idioms, besides screenplay, literature is also used as a case study. Sae Ong, et al. (2017) aims to analyze the translation strategies in the idioms and comparative statements in “Harry Potter and the Sorcerer’s Stone.” According to the findings of the analysis of translation strategies, the Thai translation of “Harry Potter and the Sorcerer's Stone” contains 100 idioms and comparative statements: 1) 51 idioms using the non-literal translation technique; 2) 27 idioms using the literal translation techniques and 3) 22 idioms using the idiom-to-idiom translation technique.

Puimom and Tapinta (2011) also studied the types of English idioms that appear in Thai newspapers. The researchers aimed to 1) examine the prevalent English idiom types used in the Nation's and Bangkok Post's editorial pages. 2) evaluate the comprehension of English idioms by Thai readers in terms of their skills and perceptions. and 3) investigate whether idiomatic expressions are the barriers preventing these Thai readers from understanding English editorial texts. Both English majors and non-majors made up the study's 43 participants. Three reading comprehension tests, a questionnaire, and a semi-structured interview were the tools used in this study. The findings revealed that, first, semantically, literal idiom was the most common type found (43%) in the editorial columns in the two English newspapers. Grammatically, phrasal verb idioms were most found (40%). Second, findings regarding the student's abilities and perceptions indicated that students were able to comprehend texts the best with literal idioms, the type with the most apparent meaning. The students also revealed that their understanding of idioms was not necessarily related to their knowledge of the linguistic characteristics of idiomatic expressions. To sum up, Idioms did not seem to interfere with the student's understanding of the English editorial texts.

The study of related research on translation across various media, including idiom translation, reveals that translation involves a range of processes and strategies. Translators cannot rely on a single approach for translating a given task; instead, they must employ a combination of strategies to address the challenges that may arise during the translation process. This approach ensures that the translation is accurate

in both meaning and tone, ultimately achieving a faithful and effective rendition of the original content.

According to studies of related research conducted by various scholars, the researcher found that most previous studies focused on translating literature or print media, such as book translation, novel translation, and song poetry translation. However, a relatively underexplored area in the past decade is the study of film translation, particularly in TV series. In today's society, film and television media are highly prevalent and competitive, continually evolving in terms of quality. The COVID-19 pandemic, which led to lockdowns in many countries, further contributed to the surge in popularity of these media, as people, confined to their homes, turned to movies and TV series for entertainment. This trend has made TV series such as *Riverdale* particularly interesting for study, especially in terms of translation strategies used in subtitles. This exploration provides an opportunity for the researcher to expand the findings on idiom translation strategies in the context of TV series subtitles.



CHAPTER III

RESEARCH METHODOLOGY

The purpose of this chapter is to outline the research methodology employed in this study, which investigates the translation strategies used in converting English idioms into Thai subtitles within the context of the TV series “Riverdale”. The methodology encompasses the research design, data collection methods, instruments used, and data analysis procedures. By adopting a qualitative approach grounded in Baker’s Taxonomy (1992), this chapter details the systematic process of selecting episodes, identifying idiomatic expressions, and analyzing their translations to understand the strategies employed by translators.

The researcher has defined the procedure for conducting this research, which is divided into five steps as follows:

1. Research design
2. Research Instrument
3. Data collection
 - 3.1 Series selection
 - 3.2 Episodes selection
 - 3.3 Idioms selection
4. Research procedure and data analysis
5. Data Validation

Research design

This study adopts a qualitative research design approach to delve into how translators tackle the nuances of idiomatic expressions in TV series subtitles. Initially, the study compiles a robust collection of English idioms extracted from the dialogue of the Riverdale series, ensuring a diverse and representative sample. Following this, each idiom and its corresponding Thai translation undergo qualitative analysis to uncover the specific translation strategy employed. This entails a deep dive into linguistic and cultural contexts surrounding each idiom, considering factors such as

semantic equivalence, cultural resonance, and audience comprehension. Moreover, the frequency of each translation strategy is quantitatively assessed to discern patterns and trends in the translation process. Through this meticulous research design, the study aims to provide valuable insights into the intricate art of translating idiomatic expressions in the context of TV series subtitles, offering guidance for future subtitle translation endeavors.

Research Instrument

The study utilized a set of research tools, which included 30 selected episodes from the TV series “Riverdale” that were chosen through simple random drawing. The analysis of subtitles served as the primary data source for the study, and Baker's Taxonomy (1992) provided the theoretical framework for the research by offering a set of strategies for translating English idioms into Thai. Popularity ranking websites were consulted to identify “Riverdale” as the most suitable series for analysis, given its contemporary vocabulary and relevance to everyday situations.

Baker's taxonomy is comprehensive and covers different types of translation, including novel translation, script translation, film translation, song translation, etc. Therefore, it is considered a valid framework that can be applied to various types of translation texts. In this research, Baker's taxonomy will be utilized as the framework and instrument for the study (Narata, 2020).

According to Baker's taxonomy, the translation strategies can be summarized into eight types as follows:

Table 1 Eight of Baker's translation strategies

Strategies	Concept	Example
Translation by a more general word	A type of translation where a specific term in the source language is replaced by a more general word in the target language. This type of translation aims to convey the meaning of the original text using a broader or more general term in the target language.	The term "chair" in the source language could be translated as "furniture" in the target language, where the specific type of chair is not important. This type of translation is often used when the specific word used in the source language does not have a direct equivalent in the target language, or when the context does not require a specific term to be used.
Translation by a more neutral/less expressive word	A type of translation where a less emotive or neutral word is used to replace a more loaded or emotive term in the source language. This type of translation aims to convey the meaning of the original text without the same level of emotional impact.	The term "murder" in the source language could be translated as "killing" in the target language, where the intention behind the act is not important. This type of translation is often used in cases where the original text might have a strong emotional tone, and the translator wants to convey the meaning without the same level of emotional impact in the target language.

Table 1 (Cont.)

Strategies	Concept	Example
Translation by cultural substitution	A type of translation where a culturally specific term in the source language is replaced by a culturally appropriate term in the target language. This type of translation aims to convey the same meaning as the original text, while also taking into account cultural differences and expectations of the target audience.	The English phrase “break a leg” into Thai as “โชคดี” (pronounced “chok di”). In English, the phrase "break a leg" is a common expression used to wish someone good luck, especially in the performing arts, but in Thai culture, it would not be appropriate to use a phrase that implies injury or harm. Instead, the Thai translation “โชคดี” conveys a similar sentiment of good luck and well-wishes without using a phrase that would be considered culturally inappropriate.
Translation using a loan word or loan word plus explanation	A type of translation where a word or phrase from the source language is borrowed and either used as is in the target language or explained to clarify its meaning. This type of translation aims to convey the same meaning as	The English word “computer” into Thai as “คอมพิวเตอร์” (pronounced “khom phio toe”). In this case, the Thai language borrows the English term “computer” as a loanword, but adds Thai pronunciation and spelling to the word to create a new Thai word that retains

Table 1 (Cont.)

Strategies	Concept	Example
	the original text while preserving the cultural context and specificity of the source language.	the same meaning as the English original.
Translation by paraphrase using a related word	A type of translation where a word or phrase in the source language is paraphrased using a related word or phrase in the target language. This type of translation aims to convey the meaning of the original text using a similar or related term in the target language.	The English word “ambitious” into Thai as “มีความปรารถนาสูง” (pronounced “mi khwam prat tha na sung”), which literally means “having high aspirations” or “having high desires”. In this case, the Thai translator has used a related word (“ปรารถนา” - pronounced “prat tha na”) which means “aspiration” or “desire” and added the qualifier “สูง” (sung) which means “high” to convey the meaning of the original term “ambitious”. The resulting Thai phrase, “มีความปรารถนาสูง”, conveys the same basic meaning as the English word “ambitious” but uses a different set of words to do so.
Translation by paraphrase using unrelated words	A type of translation where a word or phrase in the source language is paraphrased using a related word or phrase in the target	The English idiom “to be a piece of cake” into Thai as “ง่ายเหลือเกิน” (pronounced “ngai luea koen”), which literally means “easy beyond belief”.

Table 1 (Cont.)

Strategies	Concept	Example
	language. This type of translation aims to convey the meaning of the original text using a similar or related term in the target language.	In this case, the Thai translator has used a related word (“ปรารถนา”-pronounced “prat tha na”) which means “aspiration” or “desire” and added the qualifier “สูง” (sung) which means “high” to convey the meaning of the original term “ambitious”. The resulting Thai phrase, “มีความปรารถนาสูง”, conveys the same basic meaning as the English word “ambitious” but uses a different set of words to do so.
Translation by paraphrase using unrelated words	A type of translation where a word or phrase in the source language is paraphrased using a related word or phrase in the target language. This type of translation aims to convey the meaning of the original text using a similar or related term in the target language.	The English idiom “to be a piece of cake” into Thai as “ง่ายเหลือเกิน” (pronounced “ngai luea koen”), which literally means “easy beyond belief”. In this case, the Thai translator has used an unrelated phrase “ง่ายเหลือเกิน” which means “easy beyond belief” to create a new phrase that conveys the same meaning as the English idiom “to be a piece of cake”.

Table 1 (Cont.)

Strategies	Concept	Example
Translation by omission	A type of translation where a word or phrase in the source language is intentionally left out of the target language. This type of translation aims to convey the meaning of the original text while omitting certain words or phrases that may not be relevant to the target audience or that may be difficult to translate.	If a source language text contains a phrase that is considered culturally insensitive in the target language, the translator may choose to omit that phrase from the target language translation. This type of translation is often used when a direct translation of a word or phrase is not appropriate or when certain elements of the source text may be offensive or confusing to the target audience.
Translation by illustration	A type of translation where a word or phrase in the source language is translated through the use of visual aids or illustrations. This type of translation aims to convey the meaning of the original text using images or diagrams that illustrate the concept being conveyed.	If a source language text describes a complex scientific process, the translator may use a diagram or flowchart to help the target audience understand the process. This type of translation is often used when the meaning of the text can be more easily conveyed through visual aids or when the target audience may have difficulty understanding complex written explanations.

Data collection

1. Series selection

Due to the behavior of watching movies in this era is favored paying a monthly subscription to the streaming platform. The researcher explores by targeting a popular and easily accessible platform not only in Thailand but also around the world. Based on the website that has a popularity ranking of the streaming platform (Flixpatrol, 2023; Similarweb, 2023; CNET, 2023), it was found that the platform with the most interesting, popular series and its own originals was Netflix. The researcher then sought out a series with serious subject matter and current vocabulary that could be applied to everyday situations—targeting a variety of mystery and crime genres as a result. Riverdale was selected for the study due to its popularity on the widely accessible Netflix platform, its contemporary subject matter and vocabulary, and its thematic relevance to exploring idiomatic expressions applicable to daily life. As one of the top crime and mystery series according to Flixpatrol, Riverdale's portrayal of relatable scenarios and dialogue made it an ideal candidate for investigating translation strategies for English idioms into Thai subtitles.

2. Episodes selection

Riverdale in the year 2023 has achieved a total of six seasons comprising 117 episodes, each season characterized by a distinct episode count. Employing a method of simple random sampling, the selection process is devoid of specificity to any particular episode. Within each season of the series, a specific subset of five episodes was chosen, with each episode ranging approximately between 40 to 60 minutes in duration. Consequently, the dataset under examination encompasses 30 episodes distributed across the series as follows:

Table 2 Season 1 has a total of 13 episodes

Episode	Episode title
2	Chapter Two: Touch of Evil
3	Chapter Three: Body Double
7	Chapter Seven: In a Lonely Place
10	Chapter Ten: The Lost Weekend
13	Chapter Thirteen: The Sweet Hereafter

Table 3 Season 2 has a total of 22 episodes

Episode	Episode title
4	Chapter Seventeen: The Town That Dreaded Sundown
9	Chapter Twenty-Two: Silent Night, Deadly Night
14	Chapter Twenty-Seven: The Hills Have Eyes
17	Chapter Thirty: The Noose Tightens
21	Chapter Thirty-Four: Judgment Night

Table 4 Season 3 has a total of 22 episodes

Episode	Episode title
1	Chapter Seventeen: The Town That Dreaded Sundown
5	Chapter Twenty-Two: Silent Night, Deadly Night
8	Chapter Twenty-Seven: The Hills Have Eyes
17	Chapter Thirty: The Noose Tightens
22	Chapter Thirty-Four: Judgment Night

Table 5 Season 4 has a total of 19 episodes

Episode	Episode title
2	Chapter Fifty-Nine: “Fast Times at Riverdale High”
5	Chapter Sixty-Two: “Witness for the Prosecution”
7	Chapter Sixty-Four: “The Ice Storm”
13	Chapter Seventy: “The Ides of March”
18	Chapter Seventy-Five: “Lynchian”

Table 6 Season 5 has a total of 19 episodes

Episode	Episode title
3	Chapter Seventy-Nine: “Graduation”
6	Chapter Eighty-Two: “Back to School”
10	Chapter Eighty-Six: “The Pincushion Man”
13	Chapter Eighty-Nine: “Reservoir Dogs”
15	Chapter Ninety-One: “The Pussycats”

Table 7 Season 6 has a total of 22 episodes

Episode	Episode title
2	Chapter Ninety-Seven: “Ghosts Stories”
9	Chapter One Hundred and Four: “The Serpent Queen's Gambit”
11	Chapter One Hundred and Six: “Angels in America”
14	Chapter One Hundred and Nine: “Venomous”
17	Chapter One Hundred and Twelve: “American Psychos”

3. Idioms selection

Idioms have a different meaning that is special and has other hidden meanings, taking on a metaphorical sense by comparing one thing to another in some way that is similar or different (Thipmontien, 2016). In conclusion, the Idioms translated from English to Thai used in this analysis refer to words with meanings that do not correspond to the language principle and have unique or other hidden

meanings. In some sense, idioms are the transfer of one notion through words relating to another. In this case, it plays a role as a means of communication for the audience to be able to understand the ideas that the messenger wants to mention. Alternatively, an idiom also includes a word consisting of a verb followed by a preposition if it meets the definition of "idioms" as mentioned.

Research procedure and data analysis

The research procedure was carried out in several sequential steps to ensure a systematic approach to collecting and analyzing data. These steps are outlined as follows:

1. The first step involved selecting a suitable TV series for the study. The criteria for selection included popularity, the use of contemporary language, and the presence of idiomatic expressions. After reviewing various options, the TV series *Riverdale* was chosen due to its relevance and the frequent use of idioms within its dialogues.

2. Once *Riverdale* was selected, the next step was to decide on the sample of episodes for analysis. Using simple random sampling, 30 episodes were chosen from the total 117 episodes across the six seasons of the series. This sampling method ensured that the episodes selected were representative and provided a diverse range of idiomatic expressions.

3. The researcher carefully watched the selected episodes and noted down all English idiomatic expressions. This process involved pausing and replaying segments to ensure accurate identification of idioms.

4. After identifying the idioms in the English dialogues, the corresponding Thai subtitles were collected. This involved a detailed examination of the subtitle translations to extract the Thai equivalents of the English idioms.

5. The translation strategies used for each idiom were analyzed using Baker's Taxonomy (1992). Each English idiom was matched with its Thai subtitle, and the translation strategy employed was categorized according to Baker's eight types: generalization, neutralization, cultural substitution, loan words, paraphrase (related and unrelated), omission, and illustration.

6. The data gathered from the application of Baker's Taxonomy were then analyzed to identify trends in the translation strategies. The frequency of each strategy's use was calculated, and patterns were observed to understand the translator's approach to handling idiomatic expressions in the context of English to Thai translation.

7. The final step involved interpreting the results of the data analysis. This included discussing the implications of the most used translation strategies and reflecting on how these strategies impact the preservation of meaning and cultural differences in the translated subtitles.

8. The results of the study were documented and presented, including detailed explanations of the research process, the strategies identified, and the conclusions drawn from the analysis. This documentation was carried out with transparency and rigor to ensure the reliability of the study.

Data Validation

Consistency checks were performed by revisiting the selected episodes and re-evaluating the identified idioms and their translations at various stages of the research. This process was essential to ensure the reliability and consistency of the data, minimizing the risk of overlooking idiomatic expressions or misinterpreting their meanings within context. In addition to multiple rounds of cross-checking by the researcher, the selection of idioms used for analysis was also reviewed by experts in the field of translation studies to confirm their relevance and appropriateness for the study's objectives.

Furthermore, the overall findings and interpretations were presented to these experts for critical feedback and validation. Their insights contributed to refining the analysis and strengthened the academic rigor of the research by ensuring that the methods and conclusions adhered to high scholarly standards.

CHAPTER IV

RESULTS

To answer the research question “What strategies are employed by translators to translate English idioms into Thai in the subtitles of the Riverdale TV series?”, this chapter presents the findings from the analysis of the translation strategies employed in the subtitles of the “Riverdale” series, focusing on the translation of English idioms into Thai. The analysis is grounded in the theoretical framework provided by Mona Baker's Taxonomy (1992), a comprehensive guide for translation strategies that has been widely recognized in the field of translation studies. The dataset comprises 510 idioms identified and extracted from the series' subtitles, representing a significant corpus for examining translation practices in a contemporary television context.

The primary objective of this analysis is to identify the translation strategies outlined by Baker that are employed in the subtitles and to quantify their usage. This investigation seeks not only to illuminate the translation practices of subtitle translators but also to contribute to a broader understanding of how idiomatic expressions are handled in the context of cross-cultural and cross-linguistic media consumption.

In pursuing this objective, the researcher meticulously categorized each idiom according to the translation strategy employed, as per Baker's Taxonomy (1992). This approach allows for a detailed and structured analysis of the translation strategies, providing clear insights into the translator's choices and the potential implications for the audience's understanding and appreciation of the source material.

The findings reveal a diverse range of strategies in use, reflecting the complexity and creativity inherent in subtitle translation. This chapter details the frequency and percentages of each strategy's application. Through this analysis, the researcher aims to contribute valuable empirical data to the field of translation studies, particularly in the realm of subtitle translation, and to offer insights into the nuanced process of translating idiomatic expressions in a multimedia context.

Translation Strategies used in translating the subtitle “Riverdale” series

Within the scope of this investigation, a comprehensive compilation of 510 idioms was derived from English-to-Thai translated subtitles of Netflix series “Riverdale”. By employing Baker's Taxonomy (1992) as a framework for examining translation strategies, it was determined that six of the eight identified strategies were manifested during the analysis.

Table 8 Show the frequency of types of translation strategies found in “Riverdale”.

Type of Translation Strategy	Frequency	Percentage
Translation by a more general word	-	-
Translation by a more neutral/ less expressive word	28	5.49
Translation by cultural substitution	137	26.86
Translation using a loan word or loan word plus explanation	10	1.96
Translation by paraphrase using a related word	101	19.80
Translation by paraphrase using unrelated words	223	43.73
Translation by omission	11	2.16
Translation by illustration	-	-
Total	510	100.00

According to Table 8, translation by paraphrase using unrelated words was the most frequently used strategy with 223 times (43.73%). Second was translation by cultural substitution with 137 times (26.86%). Third was translation by paraphrase using a related word with 101 times (19.80%). Fourth was translation by a more neutral/less expressive word with 28 times (5.49%). Fifth was translation by omission with 11 times (2.16%). And last was translation using a loan word or loan word plus explanation with 10 times (1.96%). While translation by a more general word and translation by illustration was not found in this study.

1. Translation by a more neutral/ less expressive word

According to Baker's taxonomy, “Translation by a more neutral/less expressive word” involves substituting a more emotionally charged or expressive term in the source language with a less emotive, more neutral term in the target language. This strategy aims to mitigate the emotional impact of the original text, ensuring the translated message conveys the intended meaning without the same level of emotion. For instance, translating “murder” as “killing” in scenarios where the emotional connotation or the intention behind the act is not essential to the context. This approach is particularly useful in cases where maintaining a neutral tone is crucial, such as in certain journalistic or academic translations.

This investigation yielded a total of twenty-eight idioms that were translated utilizing a Translation by a more neutral/less expressive word. Representative examples are as follows:

1.1 what the hell

Idiom: what the hell

Meaning: an exclamation used to emphasize surprise, shock, anger, disgust, etc. In this phrase, “the hell” is used as an intensifier (The free dictionary by Farlex, 2024).

Source Language: Jughead: Look, I saw you guys. She's messing with you, man.
And she's messing with your mind.

Archie: What the hell do you know about it, Jughead? Or about me, even?

Target Language: จ๊ิกเฮด: ฟังนะ ฉันเห็นพวกนาย เธอปั่นหัวนายอยู่นะ พวก เล่นกับจิตใจนาย
อาร์ชี: แล้วนายมารู้อะไรเรื่องนั้น จ๊ิกเฮด หรือแม้แต่เรื่องฉัน

(Riverdale season 1; episode 2)

Clarification: The incident where Archie had an affair with a music teacher. Results in Archie and Jughead having an argument. In conversation, Archie says “what the hell” which is an informal phrase used to express dissatisfaction. In the context of Archie and Jughead's argument, the expression “what the hell” used

by Archie to convey dissatisfaction or frustration might not have a direct translation in Thai that captures the exact informal tone while maintaining the same intensity of emotion.

Thai language often employs more neutral or culturally appropriate expressions in similar situations. Translators in this scenario might opt for a more neutral or culturally fitting phrase to convey Archie's sentiment without the harshness associated with “what the hell.” They might use phrases like “นายมารู้อะไร” (pronounced “naai maa ruu a rai”), which translates more literally to “in what manner” or “how come.” While it doesn't replicate the exact tone and informality of “what the hell,” it helps convey Archie's dissatisfaction or confusion in a culturally appropriate manner.

This substitution allows the translators to maintain the essence of Archie's expression of frustration while adhering to the appropriate tone and cultural norms in Thai communication. It's a compromise to soften the language but still convey the intended meaning effectively within the context of the conversation between Archie and Jughead.

1.2 enlighten

Idiom: enlighten

Meaning: to provide someone with information and understanding, or to explain the true facts about something to someone (Cambridge Dictionary, 2024).

Source Language: Archie: Can't you just support me on this?

Veronica: On what? Is this part of some master plan? 'Cause if it is, please enlighten me.

Target Language: อาร์ชี: เธอจะสนับสนุนเรื่องนี้ฉันไม่ได้หรือไง

เวโรนิกา: เรื่องอะไร นี่เป็นส่วนหนึ่งของแผนสำคัญอะไรี่เปล่า ถ้าใช่ก็ช่วยบอกฉันด้วย

(Riverdale season 2; episode 4)

Clarification: In the context where Veronica asks Archie to explain his reasoning for forming the town's vigilante group, she uses the word “please enlighten me.” The direct translation of “enlighten” into Thai is “ตรัสรู้” (pronounced “trat sa ru”), which carries a more formal and somewhat sarcastic or resentful tone, not suitable for the casual and earnest conversation between teenagers.

To maintain the natural flow of dialogue and avoid unintended connotations, the translator chooses a more neutral term, “บอก” (pronounced “bok”), which translates to “tell” in English. This translation retains the request for information without adding any sarcastic or semi-resentful tones, ensuring the conversation remains genuine and straightforward.

1.3 my ass!

Idiom: my ass!

Meaning: a rude phrase used to emphasize that you do not believe or accept what someone has said (Cambridge Dictionary, 2024).

Source Language: Veronica: Where do you plan on getting the million dollars to pay for this lunatic bounty?

Hermione: Your father has secret funds.

Veronica: My ass he does. If Daddy thinks he can use my money for one of his Machiavellian ploys he better think again.

Target Language: เวโรนิก้า: แม่จะไปหาเงินล้านเหรียญ มาจ่ายเงินรางวัลบ้าบอ นั่นได้ยังไงคะ

เฮอไมโอนี่: พ่อของลูกมีกองทุนลับอยู่

เวโรนิก้า: มีกับผีนะสิ ถ้าพ่อคิดจะเอาเงินของหนู มาใช้ในแผนร้ายเล่ห์
ของพ่อล่ะก็ พ่อคงต้องคิดใหม่

(Riverdale season 2; episode 21)

Clarification: In the scene where Veronica argues with her mother about the origin of a large sum of money, her mother claims that “your father has secret funds,” and Veronica responds with “My ass he does,” expressing disbelief and defiance. The direct translation of this phrase into Thai would be highly disrespectful, especially given the cultural emphasis on respecting parents.

To adapt this to Thai culture, where swearing and disrespect towards parents are generally unacceptable, the translator has chosen a more culturally appropriate and neutral phrase: “มีกับผี” (pronounced “mi kap phe”). This translates to something like “with ghosts,” implying strong disbelief or skepticism in a way that fits the cultural context without being overtly rude. This translation effectively captures Veronica's skepticism and disbelief while maintaining the respect required in Thai culture, ensuring that the dialogue remains true to the original sentiment without violating cultural norms.

1.4 take a hike!

Idiom: take a hike!

Meaning: a rude way of telling someone to leave (Cambridge Dictionary, 2024).

Source Language: Elio: I'm a boxing manager, looking for new talent. You boys wanna start earning cash money, come see me at Casa Grande Gym.

Archie: Elio, no one here is looking for your business. Okay? So, take a hike.

Target Language: เอลิโอ: ฉันเป็นผู้จัดการมวย กำลังหานักมวยหน้าใหม่ ถ้าพวกนายอยากได้เงินสดๆ ก็มาหาฉันได้ที่ยิมคาซ่ากรานเด

อาร์ชี: เอลิโอ ไม่มีใครที่สนใจธุรกิจของนายหรอก โอเคนะ กลับไปได้แล้ว

(Riverdale season 3; episode 17)

Clarification: In the incident where Elio approaches Archie and his friends move to join his boxing affiliation, and Archie, who doesn't like Elio, snaps back with “take a hike,” the idiom is meant to rudely tell someone to leave. The direct translation of “take a hike” would not convey the same rudeness in Thai culture.

The translator has chosen to use “กลับไป” (pronounced “klap pai”), which translates to “go back” in English. This is a more neutral way of telling someone to leave, aligning with the cultural norms of politeness and avoiding unnecessary rudeness. Although “กลับไป” is a neutral translation, it effectively communicates the

idea that Archie wants Elio to leave without adding the extra layer of rudeness that “take a hike” carries in English. This approach maintains the intent of Archie's rejection while respecting the cultural context of the Thai language, ensuring the translation is appropriate for the audience.

1.5 work someone's ass off

Idiom: work someone's ass off

Meaning: a rude phrase meaning to make someone work very hard (Cambridge Dictionary, 2024).

Source Language: Archie: You're gonna hit him again? Give him another black eye?
Marty: What have you been saying?
Reggie: Nothing, Dad. Andrews, this is none of your business.
Archie: Reggie works his ass off on this field while you stand here and yell. We all have to listen to it. So, get the hell out of here.

Target Language: อาร์ชี: คุณจะชกเขามากขึ้นหรือ ทำเขาตาเขียวอีกข้าง
มาร์ตี้: แกลไปพละมอะไรมา
เรจจี้: เปล่าครับ พ่อ แอนดรูส์ เรื่องนี้ไม่เกี่ยวกับนายนะ
อาร์ชี: เรจจี้พยายามแทบตายในสนาม แต่คุณยืนแหกปากอยู่ตรงนี้
เราต้องทนฟังกันหมด ไสหัวออกไปจากที่นี่

(Riverdale season 4; episode 2)

Clarification: In the scene where Reggie is being scolded by his father for his football performance, and Archie intervenes by angrily yelling that Reggie “works his ass off” on the field, the English phrase is quite strong and rude, emphasizing the hard work and effort Reggie puts in. Directly translating this idiom into Thai would not be appropriate due to the cultural importance of showing respect to elders, especially in Thai culture.

The translator chose to use a less vulgar and more neutral yet emotionally impactful phrase: “พยายามแทบตาย” (pronounced “phayayam thaep tai”), which translates to “almost died trying” in English. This phrase is not vulgar, but it

effectively conveys the intensity of Reggie's efforts and the emotional weight of Archie's defense, while maintaining the necessary respect towards elders. This choice of translation preserves the meaning and emotional intensity of the original phrase without crossing cultural boundaries of respect and politeness. It ensures that the dialogue remains powerful and true to the characters' emotions while being appropriate for the Thai audience.

2. Translation by cultural substitution

According to Baker's taxonomy, "Translation by cultural substitution" refers to the technique of replacing a concept or element in the source text that does not have a direct counterpart in the target culture with one that is familiar to the target audience. This strategy aims to make the translated material more accessible and relatable to the target audience by using culturally relevant references. For example, substituting a specific cultural reference, like a festival or food item, with an equivalent from the target culture. This approach helps in bridging cultural gaps and ensuring that the translated content resonates with the target audience's experiences and expectations.

This investigation yielded a total of a hundred thirty-seven idioms that were translated utilizing a Translation by cultural substitution. Representative examples are as follows:

2.1 walk/be on eggshells

Idiom: walk/be on eggshells

Meaning: to be very careful not to offend or upset someone (Cambridge Dictionary, 2024).

Source Language: Betty: You know, Archie and I were fine before you got here.

Veronica: If by "fine," you mean he was oblivious, and you were pining after him in quiet desperation.

Betty: We were friends, at least.

Veronica: You were walking on eggshells, scared to tell the truth.

Target Language: เบ็ตตี้: อาร์ชีกับฉันไปได้สวยก่อนเธอมา

เวโรนิกา: ถ้า “ไปได้สวย” แปลว่าเขาไม่รู้อะไรเลย และเธออยากได้เขา
จะตายอยู่เจียบ ๆ ณะนะ

เบ็ตตี้: อย่างน้อยเราก็เป็นเพื่อนกัน

เวโรนิกา: เธอเหมือนเดินอยู่บนแผ่นน้ำแข็ง กลัวที่จะบอกความจริงกับเขา

(Riverdale season 1; episode 2)

Clarification: In the scene where Veronica advises Betty to reveal her feelings for Archie, she uses the idiom “walking on eggshells,” which means being very cautious to avoid causing offense or trouble. The direct translation into Thai would be “เดินบนเปลือกไข่” (pronounced “doen bon plueak khai”). However, this expression is not commonly used in Thai and may not convey the intended fragility and caution.

To better capture the meaning in Thai, the translator has chosen to use “แผ่นน้ำแข็ง” (pronounced “phaen nam khaeng”), which translates to “ice sheet” in English. This metaphor effectively conveys the sense of fragility and carefulness, as walking on an ice sheet implies the need to tread lightly to avoid breaking through and falling. By using “แผ่นน้ำแข็ง,” the translator maintains the original sentiment of the English idiom while making it more relatable and understandable within the Thai cultural and linguistic context. This translation ensures that the caution and delicacy of Betty's situation are communicated effectively to the Thai audience.

2.2 soulmate

Idiom: soulmate

Meaning: Someone who is an ideal match for one and complements them in a fundamental way. Usually said of a romantic partner (The free dictionary by Farlex, 2024).

Source Language: Veronica: They're each other's soul mates. Good for them, don't you think?

Target Language: เวโรนิกา: พวกเขาเป็นเนื้อคู่ของกันและกัน ดีแล้วเนอะ ว่ามัย

(Riverdale season 1; episode 13)

Clarification: The incident where Archie and Veronica see Jughead and Betty cuddle each other. Veronica said: They're each other's “soul mates”. If the idiom “soul mate” were to be translated directly into Thai, it would come out as “Friend's

Spirit” which is not the true meaning that the source language intended to convey. Meanwhile, the word “เนื้อคู่” (pronounced “nuea khu”) can literally be translated into English as “twin meat”. Obviously, both words cannot be directly substituted, it has the same cultural and connotation meaning though. Therefore, it can be classified as a translation by cultural substitution.

In Thailand, the cultural interpretation of relationships and connections often holds significance. When using idiomatic expressions like “soul mates” in English, which emphasizes a deep, almost spiritual bond between two individuals, the direct translation into Thai as “เนื้อคู่” might seem quite literal as it means “twin meat.” However, its contextual meaning in Thai culture reflects a similar depth of connection and closeness that goes beyond mere friendship. Thai culture places emphasis on relationships, often describing a profound bond between two people as “เนื้อคู่”. This term denotes an inseparable connection, likening two individuals to a perfect pair or complement to each other. While the literal translation might seem unusual in English, within the Thai cultural context, it encapsulates the depth of a relationship that goes beyond mere friendship, akin to the idea of “soul mates” in English. So, when Veronica refers to Jughead and Betty as “soul mates,” the Thai cultural equivalent “เนื้อคู่” helps convey the depth of their connection in a manner that aligns with Thai cultural nuances, emphasizing the closeness and almost destined bond between them.

2.3 milquetoast

Idiom: milquetoast

Meaning: a shy, nervous person with a weak character, usually a man (Cambridge Dictionary, 2024).

Source Language: Sweet Pea: Bring us that Northsider's head, you're in.

Jughead: -No, guys. No.

Sweet Pea: What, Jones?

Jughead: I know this guy. He's a milquetoast. He's a football player.

Target Language: สวีทพี: เอาหัวไอ้หนุ่มเหื่อนนั้นมา แล้วนายจะได้เข้ากลุ่ม
 จิกเฮด: ไม่นะ เพื่อน อย่า
 สวีทพี: มีอะไร โจนส์
 จิกเฮด: ฉันรู้จักหมอนี่ มันจ้องจะตาย มันเป็นนักฟุตบอลนะ

(Riverdale season 2; episode 4)

Clarification: In the scene where Jughead tries to stop a group of southern school students from attacking a student from the northern school by calling him a “milquetoast,” the idiom needs to be translated to convey the same sense of mildness or timidity. The English term “milquetoast” describes someone who is timid, unassertive, or submissive. While the direct translation “ขี้อาย” (pronounced “khi ai”) means “shy,” it doesn't fully capture the nuance or the context's emotional tone, particularly among teenagers.

In the context of the series, where the characters are teenagers using more colloquial and emotionally charged language, the Thai word “จ้อง” (pronounced “chong”) is a more fitting translation. “จ้อง” carries a connotation of being meek or easily intimidated, which aligns well with the idea of someone being a “milquetoast.” Therefore, when Jughead describes the student as “จ้อง,” it better conveys the intended emotion and context, fitting the informal and slightly dismissive tone used by teenagers.

2.4 get something into your (thick) skull

Idiom: get something into your (thick) skull

Meaning: to understand something with difficulty (Cambridge Dictionary, 2024).

Source Language: FP: You know what? You're right, this isn't gonna work, you and I living together. So maybe you can go back to Fred's or to Betty's.
 Jughead: Betty? I split with Betty to--
 FP: -Then what do you want me to say?!
 Jughead: I just want you to let me help fix this mess that I made.

FP: Get this through your thick skull, Jughead. We're trapped.

Target Language: เอฟพี: แก่รู้มัย แก่พูดถูก ทำแบบนี้ไม่ได้ผล เพราะแกกับฉันอยู่ด้วยกัน

แกน่าจะกลับไปบ้านเฟร็ด หรือบ้านเบ็ตตี้

จิกเฮด: เบ็ตตี้หรือ ผมเลิกกับเบ็ตตี้เพื่อ...

เอฟพี: - แล้วแกจะให้ฉันพูดยังไง

จิกเฮด: ผมแค่อยากให้ พ่อยอมให้ผมช่วยแก้ปัญหาที่ผมก่อเอง

เอฟพี: ลองใช้กะโหลกหนาๆ ของแกคิดดูนะ จิกเฮด เราติดกับแล้ว

(Riverdale season 2; episode 9)

Clarification: In the scene where Jughead tries to convince his father FP to let him help with the gang's problems, FP uses the Idiom “Get this through your thick skull” to emphasize his warning and concern for Jughead's safety. This phrase is meant to strongly convey the idea that Jughead needs to understand and accept FP's perspective.

The translator can directly translate this idiom because there is a similar expression in Thai culture: “ใช้กะโหลกหนา ๆ” (pronounced “chai kalok naa naa”). This translates to “use a thick skull” in English to scold someone, urging them to be calm and think carefully. The expression in Thai carries a similar connotation of urging someone to understand something important, often with a tone of frustration or urgency. By using “ใช้กะโหลกหนาๆ,” the translator effectively conveys FP's strong warning to Jughead in a way that aligns with Thai cultural idiom. This translation retains the original meaning and emotional intensity, ensuring that the dialogue is both accurate and impactful for Thai audiences.

2.5 the apple doesn't fall far from the tree

Idiom: the apple doesn't fall far from the tree

Meaning: a child usually has a similar character or similar qualities to his or her parents (Cambridge Dictionary, 2024).

Source Language: FP: So, you're still screwing around with this crap, huh, boy?

Jughead: The apple doesn't fall too far from the tree.

FP: What's that supposed to mean?

Jughead: I know you played G&G in high school, Dad.

Target Language: เอฟพี: นี่แกยังรู่นายอยู่กับไอ้เกมบ้านี่อีกหรือ ไอ้หนู

จิกเฮด: ลูกไม้มันหล่นไม่ไกลต้นหรอก

เอฟพี: หมายความว่าไง

จิกเฮด: ผมรู้ว่าพ่อก็เล่นจีแอนด์จีสมัยเรียน

(Riverdale season 3; episode 5)

Clarification: In the town of Riverdale, there is a strange board game called G&G that over time will cause people to actually die from the game, which is gaining the attention of the town's youth. However, back in the previous generation of teenagers, their parents had played this game and met with tragedy before, they are now trying to stop their children from playing it.

In the context where FP tries to stop Jughead from playing the dangerous game G&G, and Jughead responds with the idiom “The apple doesn't fall too far from the tree,” the translator has adapted this idiom for Thai viewers. The original English idiom means that children often resemble their parents in behavior or characteristics. The Thai equivalent, “ลูกไม้หล่นไม่ไกลต้น” (pronounced “lukmai lon mai klai ton”), directly translates to “the fruit does not fall far from the tree” and conveys the same meaning. However, the translator has chosen to modify “apple” to “ลูกไม้” (pronounced “lukmai”), which translates to ๙fruit๙ or “seeds.”

This slight modification retains the idiom's meaning and makes it more culturally resonant for Thai viewers. By using “ลูกไม้,” the translator ensures that the idiom is immediately recognizable and understandable to the audience, maintaining the idea that children inherit traits from their parents. Thus, Jughead's use of the idiom “ลูกไม้หล่นไม่ไกลต้น” effectively conveys the message that his actions and interests are not far removed from those of his parents, preserving the original meaning and emotional impact within the Thai cultural context.

3. Translation using a loan word or loan word plus explanation

According to Baker's taxonomy, “Translation using a loan word or loan word plus explanation” involves incorporating a word directly from the source language into the target language without translation, often because there is no exact

equivalent in the target language, or the term carries specific cultural or conceptual significance. When a loan word is used, it may be accompanied by an explanation to clarify its meaning for the target audience. This approach is frequently used for technical terms, brand names, cultural concepts, and other untranslatable elements, helping to preserve the original sense and context.

This investigation yielded a total of ten idioms that were translated utilizing a Translation using a loan word or loan word plus explanation. Representative examples are as follows:

3.1 to be fair

Idiom: to be fair

Meaning: An expression used to justify or defend someone or something (The free dictionary by Farlex, 2024).

Source Language: Betty: What do Sweet Pea and Fangs want from me? What will it take for them to accept me? Wear plaid? Do I need to get a leather jacket or a snake tattoo?

Jughead: To be fair, your mother is Serpent Enemy Number One.

Target Language: เบ็ตตี้: สวีตพีกับแฟงส์ต้องการอะไรจากฉันกันแน่ จะต้องทำยังไงให้พวกเขา
ยอมรับฉัน ใส่เสื้อลายสก็อตหรือ ฉันต้องใส่แจ็กเก็ตหนังหรือสักรูปงูมัย
จ๊ิกเฮด: พูดกันแฟร์ ๆ นะ แม่เธอก็เป็น ศัตรูหมายเลขหนึ่งของเซอร์เพ็นท์
จริง ๆ

(Riverdale season 2; episode 17)

Clarification: In this scene, Betty is trying to figure out how to fit in with the Serpent clan and consults Jughead for advice. However, Jughead knows this is impossible because her mother has always been an enemy of the Serpent clan, so he seriously uses the idiom “To be fair.” to provide a serious and balanced perspective. In Thai, the concept of fairness and the word "fair" itself are borrowed from English and used commonly in everyday conversation.

Therefore, the translator can effectively transliterate “fair” as “แฟร์” (pronounced “fair”). This transliteration allows the phrase to be understood in its intended meaning while fitting naturally into the Thai language context. By using “แฟร์,” the translator preserves the original meaning of Jughead's statement and ensures that the audience understands his intention to present a balanced and reasonable perspective. This approach maintains the dialogue's integrity and ensures that the idiom “To be fair” resonates with Thai viewers as intended.

3.2 zip your lip

Idiom: zip your lip

Meaning: to say nothing or stop talking (Cambridge Dictionary, 2024).

Source Language: Alice: We don't have that money on hand. But if we get the money, we're done, right? You'll leave, no questions asked?

Darla: Zip my mouth and throw away the key.

Alice: Okay, we'll make a withdrawal.

Target Language: อลิซ: ตอนนี้เราไม่มีเงินในมือหรอก แต่ถ้าเรามีเงินให้เธอ ก็เลิกแล้วต่อกัน ไข่ม้อย แต่ถ้าเรามีเงินให้เธอ ก็เลิกแล้วต่อกันไข่ม้อย เธอจะไปโดยไม่ถามอะไรเลยไข่ม้อย

ดาร์ลา: รูตชิปปากและโยนกุญแจทิ้งเลย

อลิซ: ก็ได้ เราจะไปถอนเงิน

(Riverdale season 2; episode 17)

Clarification: In this incident, Darla comes to Alice's house to demand a ransom in exchange for not blackmailing her secret. The utilization of the idiom “zip your lip” within the Thai linguistic context is feasible due to the prevalent incorporation of the English word “zip” into Thai as “รูตชิปปาก” (pronounced “rut sip pak”), rendering this idiom readily comprehensible to Thai speakers. The incorporation of English loanwords, such as “zip,” into the Thai language is quite prevalent, making certain idiomatic expressions easily comprehensible to Thai speakers. In this case, the idiom “zip your lip” might be understood by many Thai speakers due to the familiarity

with the word “zip,” which refers to fastening or closing something securely, paired with the context of keeping one's mouth closed or silent.

3.3 tick-tock

Idiom: tick-tock

Meaning: Used to indicate that time is running out (for someone or something). Alludes to the traditional sound created by the mechanisms within a mechanical clock (The free dictionary by Farlex, 2024).

Source Language: Penelope: You have completed your challenge and proven your loyalty.

Jughead: Of course. It was a character challenge. None of the chalices were poisoned.

Penelope: On the contrary, all of the chalices were poisoned. It's slow-acting, but the only way to obtain the antidote is to finish the game. And even then, you might not make it.

Tick-tock.

Target Language: เพเนโลเป้: เธอทำภารกิจสำเร็จ และพิสูจน์ความภักดีของตัวเองแล้ว

จ๊ากเฮด: ใช่เลย มันคือภารกิจวัดใจ ไม่มีถ้วยไหนมีพิษสินะ

เพเนโลเป้: ตรงกันข้าม ทุกถ้วยมียาพิษ มันจะออกฤทธิ์ช้า ๆ แต่ทางเดียวที่จะได้ยาถอนพิษ ก็คือเล่นเกมนี้ให้จบ และถึงตอนนั้น เธออาจทำไม่สำเร็จ
ตึกตอก

(Riverdale season 3; episode 22)

Clarification: In this episode, Penelope tricks teenagers in the city into playing the board game G&G. In this game, the teenagers must advance through various levels, and if they successfully complete all levels, they will receive a prize: She will let them survive. In one scene, when a player reaches a level where they must drink poison, Penelope urges them to hurry by using the idiom “Tick-tock.” The translator effectively adapts this idiom for Thai audiences. The phrase “Tick-tock” mimics the sound of a clock, emphasizing the urgency and the passage of time.

The translator has borrowed this idiom and rendered it as “ตึกตอก” (pronounced “tik tok”) in Thai. This adaptation works well because it similarly mimics the sound of a clock ticking, making it clear that time is passing and creating a sense of urgency. Using “ตึกตอก”, the translator ensures that the meaning and urgency of Penelope's command are preserved. The sound imitation is universally understood, making it possible for Thai viewers to infer that they need to hurry up, just as the original English idiom intended. This translation effectively maintains the tension and pressure of the scene, ensuring that the impact on the audience is the same as in the original dialogue.

3.4 move on

Idiom: move on

Meaning: To stop focusing on someone or something in order to progress with other tasks or one's life (The free dictionary by Farlex, 2024).

Source Language: Charles: She has a predilection for horror films. She dropped off a videotape at the station. You said yourself that she was obsessed with you, Jughead. That makes her a prime suspect.
Jughead: Charles, I'm telling you, it finally seems like Ethel is in a good place. And there's more than a hundred tapes. I don't think she has the bandwidth or even the equipment for that kind of operation. Just move on.

Target Language: ชาลส์: เธอเป็นคนที่ชอบหนังสยองขวัญอย่างมากทีเดียว แล้วเธอก็เอาวิดีโอเทปมาส่งที่สถานี นายพูดไว้เองนะว่าเธอคลังไคล้นายจิกเฮด นี่แหละผู้ต้องสงสัยคนสำคัญเลยละนะ
จิกเฮด: ชาร์ลส์ ฉันบอกได้เลย ว่าตอนนี้เนอะเธอมีสภาพจิตใจปกติดี แล้วมันมีวิดีโอรั้อยกว่าม้วน ฉันคิดว่าเธอไม่มีความสามารถ หรือแม้แต่อุปกรณ์ที่จะทำงานแบบนี้ได้หรอกนะ มูฟออนได้แล้ว

(Riverdale season 4; episode 18)

Clarification: In this scene, Charles and Jughead work together to catch a culprit who is causing disturbances by placing strange videos inside people's homes in the community. Charles has a clue pointing to Jughead's friend Ethel as the culprit. However, Jughead, confident that he knows Ethel well, disagrees with this conclusion and tells Charles to ignore Ethel with the phrase, “Just move on.”

In Thailand, the English idiom “move on” has already been integrated into general use and is understood in its original context. The translator can, therefore, borrow and transliterate this phrase as “มูฟออน” (pronounced “muf on”). By using “มูฟออน,” the translator retains the idiomatic meaning of “move on,” which implies stopping the focus on someone or something to progress with other tasks or aspects of life. This ensures that the dialogue is understood by Thai audiences in its intended sense.

3.5 dream team

Idiom: dream team

Meaning: A group or combination of people that is ideally suited to some purpose or endeavor (The free dictionary by Farlex, 2024).

Source Language: Jughead: Cheryl just got sent another tape. She wants me to come over. Well, I know you swore off mysteries, but--
Betty: No. I'm in.
Jughead: Well, well. Dream team back together again.

Target Language: จ๊ิกเฮด: เซอริลเพิ่งได้รับวิดีโออีกม้วน เธออยากให้ฉันไปดูหน่อย ฉันรู้ว่าเธอจะไม่ยุ่งกับปริศนาแน่ แต่--
เบ็ตตี้: เปลา่ ฉันไปด้วย
จ๊ิกเฮด: อ้าว ๆ ดรีมทีม กลับมาร่วมงานกันอีกแล้ว

(Riverdale season 4; episode 18)

Clarification: In the scene where Jughead and Betty are dating and receive a call from Cheryl about a strange video from the culprit, Jughead expresses surprise when Betty wants to join him, saying, “Well, well. 'Dream team' back together again.” This idiom, meaning an ideal or perfect team, can be directly translated to

“ทีมในฝัน” (pronounced “thim nai fan”) in Thai, which translates to “The team in Dream” in English. However, since the term “Dream team” is already borrowed and commonly used in Thai, the translator can transliterate it directly as “ดรีมทีม” (pronounced "drim thim").

Using “ดรีมทีม,” the translator maintains the original meaning and connotation of the idiom, ensuring that the phrase is easily understood by Thai viewers. This preserves the context of Jughead's surprise and the implied praise of their teamwork, making the dialogue resonate naturally within the Thai language.

4. Translation by paraphrase using a related word

According to Baker's taxonomy, “Translation by paraphrase using a related word” involves explaining a term or expression from the source language with a word in the target language that is not a direct equivalent but shares similar connotations or attributes. This technique is useful when a direct translation is not possible or would not convey the full meaning. It allows the translator to maintain the essence and context of the original by using a word that, while not identical, has a closely related meaning or function in the target culture.

This investigation yielded a total of a hundred and one idioms that were translated utilizing a Translation by paraphrase using a related word. Representative examples are as follows:

4.1 big deal

Idiom: big deal

Meaning: used when you do not think something is important or special (Cambridge Dictionary, 2024).

Source Language: Archie: Hey, you may or may not know this...but it's Jughead's birthday.

Betty: What? And he didn't say anything?

Archie: It's tomorrow. He doesn't like making a big deal out of it. Every year, he goes to a double feature at the Bijou. It's like this tradition.

Target Language: อาร์ชี: นี่ เธออาจรู้หรือไม่รู้ล่ะ แต่...จะถึงวันเกิดจึกเก็ตต์แล้วนะ
 เบ็ตตี้: อะไรนะ เขาไม่เห็นพูดอะไรเลย
 อาร์ชี: วันพรุ่งนี้นะ เขาไม่ชอบทำให้เป็นเรื่องใหญ่ ทุกปี เขาจะไปดูหนังเบิ้ล
 สองเรื่องที่บิจู เหมือนเป็นประเพณี

(Riverdale season 1; episode 10)

Clarification: In the scene where Archie informs Betty about Jughead's upcoming birthday and she is surprised because Jughead, her boyfriend, has never mentioned it, Archie explains, “He doesn't like making a 'big deal' out of it.” The idiom “big deal” implies that Jughead prefers not to make a significant fuss or celebration about his birthday. Translating “big deal” directly into Thai as “เรื่องใหญ่” (pronounced “rueang yai”) might literally mean “big issue”, but it may not fully convey the intended nuance. However, focusing on the word “big” allows the translator to create a phrase that captures the essence of not wanting to make a significant fuss.

In this context, the translator can use a phrase like “ไม่ชอบทำให้เป็นเรื่องใหญ่โต” (pronounced “mai chop tham hai pen rueang yai to”), which translates to “doesn't like making it a big issue” or “doesn't like making it a big fuss.” This translation maintains the meaning and intent of the original script. So, Archie's explanation in Thai would be: “เขาไม่ชอบทำให้เป็นเรื่องใหญ่” This effectively conveys that Jughead doesn't like drawing attention to his birthday, preserving the nuance and context of the original dialogue.

4.2 what if?

Idiom: what if?

Meaning: used to ask about something that could happen in the future, especially something bad (Cambridge Dictionary, 2024).

Source Language: Betty: This is a test. He said so himself. What if... the start of the test is to see what I do with the letter? Do I share it? Or not? Am I strong? Or am I weak? Am I worthy?
 Kevin: He is a psychopath, Betty, and you are in high school, not the FBI.

Target Language: เบ็ตตี้: นี่คือการทดสอบ เขาบอกเอง ถ้าเกิดว่า... การทดสอบเริ่มด้วยการดูว่าฉันจะทำยังไงกับจดหมายนี้ล่ะ ฉันจะบอกใครมัย หรือไม่บอก ฉันเข้มแข็งมัย หรืออ่อนแอ ฉันมีค่าคู่ควรมัย
 เควิน: เขาเป็นคนโรคจิตนะ เบ็ตตี้ และเธอเป็นเด็กนักเรียน ม.ปลาย ไม่ใช่เอพีไอ

(Riverdale season 2; episode 4)

Clarification: In this scene, Betty is discussing a problem with Kevin about being sent threatening letters by a stalker. The idiom “What if” cannot be translated directly into Thai. However, translators have substituted some related words, namely “if” translate to “ถ้าเกิดว่า” which translates to “if it happens” in English, it can retain the meaning from the source language. In Betty's conversation with Kevin regarding the threatening letters, the phrase “What if” in English typically introduces a hypothetical situation or expresses uncertainty.

The Thai equivalent, “ถ้าเกิดว่า” (“tha koet wa”), similarly serves to introduce a hypothetical scenario or situation, maintaining the essence of uncertainty or speculation within the conversation. In this context, the use of “ถ้าเกิดว่า” allows Betty to discuss potential scenarios or express her concerns about the threatening letters in a way that aligns with Thai language structure and conveys the essence of the English idiom “What if” effectively within the conversation.

4.3 pray tell

Idiom: pray tell

Meaning: used for emphasis to demand an answer when asking someone for a reason, explanation, etc. (Merriam-webster, 2024)

Source Language: Cheryl: Where's Jason's stocking?

Penelope: I couldn't find it. And anyway, there's nothing to put in it

Cheryl: And what, pray tell, is this?

Penelope: It's going to be a hard-candy Christmas this year,

Cheryl. Time to face facts. We have no money.

Target Language: เซอร์ล: ถุงเท้าของเจสันอยู่ไหน
 เพเนโลเป: แม่หาไม่เจอนะ ถึงยังงี้ก็ไม่มีอะไรจะใส่ลงไปนี่
 เซอร์ล: ฉันบอกหน้อยว่านี่อะไร
 เพเนโลเป: คริสต์มาสปีนี้ต้องขัดสนหนอยนะ เซอร์ล
 ได้เวลาเผชิญความจริงแล้ว เราไม่มีเงิน

(Riverdale season 2; episode 9)

Clarification: In this episode, Cheryl sees strange candies on the dining room table, which normally means Christmas at her house is a lavish extravaganza that involves more than just candy. Cheryl sarcastically asks her mother about the strange candies on the dining room table, saying, “And what, 'pray tell', is this?” which sounds like the phrase “What the hell is this”, the idiom “pray tell” is used to emphasize her sarcastic curiosity. If translated directly into Thai, it might result in “อธิษฐานบอก” (pronounced “athitthan bok”), which doesn't make sense in Thai.

The translator focuses on the word “tell” and adapts the phrase to fit the context and maintain the sarcastic tone. The translation “บอกหน้อย” (pronounced “bok noi”) can be translated to “tell me” in English and serves to keep the sentence natural and coherent in Thai. Thus, Cheryl's sarcastic question can be translated into Thai as: “ฉันบอกหน้อยว่านี่อะไร”, which maintains the sarcastic tone and fits naturally within the context of the scene. This way, the translation captures the intended meaning and sarcasm of Cheryl's original line.

4.4 here we go again

Idiom: here we go again

Meaning: Something familiar, and often unpleasant or unwelcome, is happening again (The free dictionary by Farlex, 2024).

Source Language: Veronica: Did you send dead fish to Mom?
 Hiram: What on earth are you going on about now?
 Veronica: Mom's back at the Pembroke, hysterical, because someone wants her sleeping with the fishes.
 Hiram: I can't believe we're still having this conversation, but

here we go again. I had nothing to do with whatever happened to your mother.

Veronica: Well, then it was one of your associates, or enemies.

Target Language: เวโรนิก้า: พ่อส่งปลาตายไปให้แม่เธอ

ไฮแรม: คราวนี้พูดเรื่องอะไรอีกล่ะ

เวโรนิก้า: แม่กลับมาที่เพิ่มบรูค แล้วก็ขวัญเสีย เพราะมีคนอยากให้แม่นอนกับปลาพวกนั้น

ไฮแรม: ไม่อยากเชื่อเลยว่าเราจะได้คุยกันเรื่องนี้ แต่ขอพูดอีกครั้งนะ

พ่อไม่เกี่ยวข้องกับอะไรก็ตามที่เกิดขึ้นกับแม่

เวโรนิก้า: นั่นก็คงเป็นหุ่นส่วนหรือไม่ก็ศัตรูสักคนของพ่อ

(Riverdale season 3; episode 17)

Clarification: In the scene where Veronica's parents are in constant conflict over their differing benefits. When Veronica questions her father, Hiram, about whether he has bullied her mother, he uses the idiom “here we go again” to express his frustration over being accused repeatedly. Translating it directly into Thai as “เราไปอีกแล้ว” (pronounced “rao pai ik laeo”) wouldn't convey the intended meaning in this context.

To capture the essence of the idiom, the translator can focus on the word “again”, which indicates repetition. A suitable phrase in Thai that fits the context and conveys a similar sense of exasperation is “ขอพูดอีกครั้ง” (pronounced “kho phut ik khrang”), which translates to “Let me say it again” in English. Thus, Hiram's response can be translated into Thai as: “ขอพูดอีกครั้งนะ”. This maintains the original meaning and the sense of frustration or resignation about the repeated nature of the situation, fitting naturally within the dialogue.

4.5 for old times' sake

Idiom: for old times' sake

Meaning: If you do something for old times' sake, you do it in order to remember a happy time that you had in the past (Cambridge Dictionary, 2024).

Source Language: Donald: Young lady, how many times do you think you can blackmail me?

Veronica: As you know, my mother's on trial. If she pleads guilty, I need you to grant her a pardon, immediately. In exchange, I won't release this file of incriminating evidence. What do you say, Donald? Once more for old time's sake?

Target Language: โดนัลด์: แม่สาวน้อย นี่คุณคิดว่าคุณจะแบล็คเมล์ผมได้ซักกี่ครั้งกัน
เวโรนิกา: อย่างที่คุณรู้ แม่ฉันกำลังขึ้นศาลอยู่ ถ้าแม่ยอมรับผิด ฉันอยากให้คุณสั่งอภัยโทษแม่ฉัน โดยทันที สิ่งแลกเปลี่ยน ฉันจะไม่เผยแพร่เอกสารหลักฐานการฟ้องร้องนี้ ว่ายังไถ่ถอนโดนัลด์ เพื่อเรื่องเก่าๆ อีกซักครั้งมัย

(Riverdale season 4; episode 5)

Clarification: In this scene, Veronica's mother has been framed and imprisoned for corruption. Determined to free her, Veronica uncovers evidence of corruption involving the city governor. She confronts the governor and uses the persuasive phrase “for old time's sake” to blackmail him into releasing her mother. This phrase is often used to invoke nostalgia or a sense of past camaraderie to influence someone's actions. Directly translating it to Thai as “เพื่อประโยชน์ของเวลาเก่า” (pronounced “phuea prayot khong wela kao”) does not convey the intended meaning in the context.

The translator can focus on the concept of “old times” and find a culturally relevant phrase. A suitable Thai translation could be “เรื่องเก่า ๆ” (pronounced “rueang kao kao”), which translates to “old stories” in English and evokes a sense of shared history. Thus, Veronica's persuasive phrase can be translated into Thai as: “เพื่อเรื่องเก่า ๆ”. This translation maintains the essence of invoking past connections or shared history to persuade someone.

5. Translation by paraphrase using unrelated words

According to Baker's taxonomy, “Translation by paraphrase using unrelated words” involves rephrasing the content of the source language in the target language using words that do not have a direct lexical correlation but can convey the intended meaning or concept. This approach is especially handy for tough ideas, abstract

thoughts, or sayings that the other culture doesn't have a straight match for. It demands a solid grasp of both languages involved and a bit of creativity to come up with a fresh way to say the same thing, making sure the heart of the original message stays intact.

This investigation yielded a total of two hundred twenty-three idioms that were translated utilizing a Translation by paraphrase using unrelated words. Representative examples are as follows:

5.1 low-key

Idiom: low-key

Meaning: Modest and restrained, often intentionally to avoid being conspicuous, loud, wild, etc. (The free dictionary by Farlex, 2024).

Source Language: Betty: Mr. Jones told me. Jughead's never had a birthday party. Let's have one for him. Like, a low-key surprise party.
Veronica: That's a fantastic idea.
Archie: No. Jughead doesn't like his birthday.
Kevin: Everybody says that. Nobody means it.

Target Language: เบ็ตตี้: คุณโจนส์บอกฉันว่า จ๊ิกแฮดไม่เคยมีงานเลี้ยงวันเกิด มาจัดงานให้เขากันเถอะ แบบงานเลี้ยงเซอร์ไพรส์แบบเงียบ ะ
เวอโรนิกา: ความคิดเยี่ยม
อาชีร์: ไม่ จ๊ิกแฮดไม่ชอบวันเกิดตัวเอง
เควิน: ใครก็พูดแบบนั้น แต่ไม่เคยคิดจริง

(Riverdale season 1; episode 10)

Clarification: In a situation where a group of students are having lunch, Betty realizes that her boyfriend, Jughead, has never celebrated his birthday with a party. Wanting to change this, she suggests hosting “a 'low-key' surprise party” for him. Translating “low-key” directly into Thai as “เสียงต่ำ” (pronounced “siang tam”) might not convey the intended meaning in the context. To maintain the essence and meaning of the script, the translator chooses the word “เงียบๆ” (pronounced “ngiap ngiap”), meaning “quiet” or “quietly to convey this concept. Although this literal

translation does not directly correspond to the idiom, it effectively communicates the idea in context, especially given Jughead's introverted nature, making it immediately understandable to Thai audiences.

By using “เงียบ ๆ”, the translation captures the essence of a modest and unassuming event that aligns with Jughead's character. This choice ensures that the meaning and tone of the original phrase are preserved, and that the Thai audience can immediately grasp the intended connotation. Thus, Betty's suggestion in Thai can be translated as: “งานเลี้ยงเซอร์ไพรส์แบบเงียบ ๆ”, which means “throw a quiet surprise party” This maintains the spirit of the original dialogue and makes it contextually appropriate for Thai viewers.

5.2 through hell and back

Idiom: through hell and back

Meaning: to live through an extremely unpleasant, difficult, or painful experience (Cambridge Dictionary, 2024).

Source Language: Josie: It's really good, Archie. Each song, you're getting better and better.

Archie: That's great, Josie. Cause I was hoping we could--

Josie: -Oh, we can't sing it at the Jubilee. No, my mom already approved “Astronaut”

Archie: But my song is about my--

Josie: Your friends, who've been through hell and back. I get it.

Archie: -Yeah, exactly.

Josie: -Yeah. So... The Jubilee, that's for the entire town, not just your friends.

Target Language: โจซี่: มันดีมากเลย อาร์ชี นายแต่งแต่ละเพลงดีขึ้นเรื่อย ๆ เลยนะ

อาร์ชี: เยี่ยมเลย โจซี่ - เพราะฉันหวังว่าเราจะ...

โจซี่: - เรายังทำงานจูบิลีไม่ได้ ไม่ แม่ฉันอนุญาตเพลง “นักบินอวกาศ” แล้ว

อาร์ชี: แต่เพลงฉันเกี่ยวกับ...

โจซี่: เพื่อนของนายที่ฝ่าฟันด้วยกันมา ฉันเข้าใจ

อาร์ชี: - ใช่แล้ว -

โจซี่: ใช่ เพราะงั้น... งานจูบิลีมีไว้เพื่อทุกคนในเมือง ไม่ใช่แค่เพื่อนของนาย
(Riverdale season 1; episode 13)

Clarification: In this scene, Archie performs with the band Pussy Cat and showcases a song he wrote for the school's Jubilee ceremony. The song, themed around overcoming obstacles with friends, includes the phrase “through hell and back” Translating this idiom directly into Thai as “ผ่านนรกและกลับ” (pronounced “phan narok lae klap”) would not effectively convey the intended meaning and might even confuse Thai viewers.

To preserve the essence and meaning of the script, the translator has chosen the phrase “ฝ่าฟันด้วยกันมา” (pronounced “fa fan duai kan ma”), which translates to “to overcome together” in English. This translation effectively captures the idea of facing difficulties and challenges collectively, emphasizing the theme of unity and solidarity among friends. Therefore, the series script in Thai can be translated as: “ฝ่าฟันด้วยกันมา” conveys the same sentiment of overcoming obstacles together. This ensures that the meaning and spirit of the original dialogue are preserved for Thai viewers.

5.3 at the end of the day

Idiom: at the end of the day

Meaning: something that you say before you give the most important fact of a situation (Cambridge Dictionary, 2024).

Source Language: Mary: Well, let me remind you that there were no witnesses to the actual killing. There was no murder weapon. There is no motive. At the end of the day, all the prosecution has is cloudy testimony from unreliable people.

Target Language: แมรี่: ฉันขอย้ำว่าไม่มีพยานรู้เห็น ในเหตุการณ์ที่เกิดขึ้นจริง ๆ ไม่มีอาวุธสังหาร ไม่มีแรงจูงใจ สุดท้ายแล้ว การฟ้องร้องก็มีแค่ คำให้การคลุมเครือจากคนที่เชื่อถือไม่ได้

(Riverdale season 3; episode 1)

Clarification: In this scene, Mary, an attorney by profession, assumes the role of legal counsel in the defense of Archie, who stands accused of homicide, and summarizes the speech using the idiom “at the end of the day” while summarizing her speech in defense of Archie, it implies emphasizing a fundamental point or reaching a conclusion after considering various aspects. The direct translation of this English idiom into Thai might not effectively convey the intended connotations. However, in the process of translation, the aim is to preserve the essence and meaning of the phrase.

The translator might opt for a phrase like “สุดท้ายแล้ว” (pronounced “sut thai laeo”), which translates to “finally” or “in the end.” While not a direct equivalent, this phrase encapsulates the idea of reaching a conclusion or emphasizing the ultimate point, similar to the English idiom “at the end of the day” By choosing “สุดท้ายแล้ว,” the translator ensures that the essence of Mary's statement, highlighting a fundamental aspect or concluding an argument, is conveyed effectively to Thai speakers. While the literal translation might not match, this adaptation allows for the preservation of the intended meaning within the cultural and linguistic context of the Thai language.

5.4 wear thin

Idiom: wear thin

Meaning: If your patience wears thin, you become less and less patient (Cambridge Dictionary, 2024).

Source Language: Veronica: Elio, what is this place? And why aren't we at the juvie

Elio: It's a decommissioned rec center. I didn't tell you because I didn't want you calling in the cavalry. At least not while I'm here.

Veronica: My patience is wearing thin.

Elio: Easy, tigress. It's just about showtime.

Target Language: เวโรนิกา: เอลิโอ ที่นั่นที่ไหน ทำไมเราถึงไม่ไปสถานพินิจ

เอลิโอ: นี่เป็นศูนย์สันติภาพที่ไม่ใช่แล้ว ผมไม่ได้บอกก่อน เพราะไม่อยากให้คุณพาพรรคพวกมาด้วย อย่างน้อยก็ระหว่างที่ผมอยู่ในนี้

เวโรนิกา: ฉันมีความอดทนไม่มากนักนะ

เอลิโอ: ใจเย็น แม่เสียสาว ได้เวลาการแสดงเริ่มแล้ว

(Riverdale season 3; episode 5)

Clarification: In this incident, Archie is unjustly framed for murder and sentenced to a juvenile correctional facility where visitation is restricted. Determined to see him, Veronica leverages her connections to arrange a secret meeting with Elio. However, upon arrival, she encounters delays that test her patience. Frustrated, she uses the phrase “My patience is ‘wearing thin’.” Translating this idiom directly into Thai as “สวมใส่บาง” (pronounced “suam sai bang”) would not effectively convey the intended meaning and could lead to confusion, especially for Thai viewers.

To ensure the essence and meaning of the conversation, the translator has chosen the phrase “ไม่มาก” (pronounced “mai mak”), which translates to “not much” in English. This translation effectively conveys Veronica's impatience and frustration, indicating that her patience is running out. Therefore, Veronica's statement in Thai can be translated as: “ฉันมีความอดทนไม่มากนักนะ” captures the sense of her patience wearing thin without causing confusion for Thai viewers. This ensures that the meaning and emotion of the original dialogue are preserved.

5.5 steal someone's thunder

Idiom: steal someone's thunder

Meaning: to do what someone else was going to do before they do it, especially if this takes success or praise away from them (Cambridge Dictionary, 2024).

Source Language: Archie: What the hell is wrong with you?

Reggie: What do you think, Andrews? I've been captain of the Bulldogs since sophomore year. I don't need some ex-con who showed up last minute stealing my thunder.

Archie: I saw your dad giving you a hard time, but man up, you're supposed to be captain.

Target Language: อาร์ชี: นายเป็นบ้าอะไรไป

เรจจี้: นายคิดว่าไงละ แอนดรูส์ ฉันเป็นกัปตันของบูลด็อกตั้งแต่ม.สี่

แล้ว ฉันไม่อยากให้อดีตนักโทษ ที่โผล่มานาที่สุดท้ายแย่งความเด่นฉันไป
 อาร์ชี: ฉันเห็นว่าพ่อนายเคียวเชี่ยมาก แต่โตได้แล้วจริง ทำให้สมเป็นกับต้น
 หน้อย

(Riverdale season 4; episode 2)

Clarification: In this incident, Reggie confronts Munroe in the dressing room, nearly instigating a fight, until Archie intervenes. During their discussion, Reggie admits his frustration that a new student has surpassed him in American football, using the phrase “stealing my thunder.” Translating this idiom directly into Thai as “ขโมยสายฟ้าของฉัน” (pronounced “khamoi sai faa khong chan”) might not effectively convey its meaning.

To preserve the essence and meaning of the conversation, the translator has chosen the phrase “แย่งความเด่น” (pronounced “yaeng khwam den”), which translates to “take away my spotlight” in English. This translation effectively captures Reggie's sentiment of feeling overshadowed or deprived of recognition by someone else's success. Thus, Reggie's statement in Thai can be translated as: “แย่งความเด่นของฉันไป” conveys the same sentiment of feeling that someone has taken away his spotlight or glory. This ensures that the meaning and emotion of the original dialogue are preserved for Thai viewers.

6. Translation by omission

According to Baker's taxonomy, “Translation by omission” involves deliberately leaving out certain parts of the source text in the target language translation. This strategy may be used when the omitted information is deemed culturally irrelevant, redundant, or too specific to the source language culture to have an equivalent understanding in the target language. It aims to produce a translation that is more concise, culturally appropriate, or accessible to the target audience while still conveying the essential meaning of the original text.

This investigation yielded a total of eleven idioms that were translated utilizing a Translation by omission. Representative examples are as follows:

6.1 end up

Idiom: end up

Meaning: To reach some conclusion, state, or situation due to a particular course of action (The free dictionary by Farlex, 2024).

Source Language: Alice: You're really falling for this Jones boy, aren't you?
 Betty: Mom, when you and Dad started dating... did you tell him everything about yourself?
 Alice: I sure did, and I wish I hadn't. I shared things with your father, my secrets, fears, doubts... and he ended up using them against me.
 Betty: What secrets?
 Alice: Let's just say that there are some things about myself that I struggle with.
 Betty: I trust Jughead, Mom.

Target Language: อลิซ: ลูกตกหลุมรักเจ้าเด็กโจนส์นี่จริง ๆ ใช่มั้ย
 เบ็ตตี้: แม่คะ ตอนที่แม่กับพ่อเริ่มคบกัน แม่เล่าทุกอย่างเกี่ยวกับตัวเองให้พ่อฟังหรือเปล่าคะ
 อลิซ: บอกสิ แต่เสียใจที่บอก แม่เล่าหลายอย่างให้พ่อฟัง ความลับ ความกลัว ความสงสัย และเขาก็ใช้มันกับแม่
 เบ็ตตี้: ความลับอะไรคะ
 อลิซ: เอาเป็นว่ามีบางอย่างเกี่ยวกับแม่ ที่แม่มีปัญหาอยู่
 เบ็ตตี้: หนูเข้าใจอีกแฮ็ดคะ แม่

(Riverdale season 1; episode 10)

Clarification: In this scene, Alice approaches Betty to inquire about Jughead. Seizing the moment, Betty takes the opportunity to ask about the relationship between her mother and father. In Alice's response, the translator omits the phrase “ended up” to reduce wordiness and maintain the conversational flow. This decision is based on the understanding that some English phrases serve as conversational fillers without adding significant meaning in Thai and translating them could confuse

Thai viewers. The omission helps keep the dialogue clear and concise, ensuring the essence of the conversation is effectively conveyed.

6.2 in that case

Idiom: in that case

Meaning: Taking that into consideration; if that was, is, or will be what happens (The free dictionary by Farlex, 2024).

Source Language: FP: Why aren't you in school?

Jughead: Uh, it's a half-day before break.

FP: Well, in that case, you can hold down the fort here, Jug.

Jughead: Or I could come with you guys.

FP: Nice try. The answer's no.

Target Language: เอฟพี: ทำไมไม่ไปโรงเรียน

จิกเฮด: วันนี้เรียนครึ่งวันก่อนปิดเทอม

เอฟพี: งั้นก็อยู่เฝ้าที่นี่ได้สิ จิก

จิกเฮด: หรือจะให้ผมไปกับพ่อด้วยก็ได้

เอฟพี: พยายามได้ดีนะ แต่คำตอบคือไม่ได้

(Riverdale season 2; episode 9)

Clarification: In this incident, Jughead leaves school early to assist the Serpent clan, but his father forbids him to go out on missions and keeps him to guard the group's base, using the phrase “in that case” during his speech. The translator chooses to omit this idiom to reduce wordiness and maintain the flow of the conversation. Since some English phrases serve as conversational fillers without special meaning in Thai, translating them could confuse Thai viewers. This decision remains clear and concise for Thai viewers. This approach ensures that the dialogue retains its natural flow and that the essential meaning is conveyed without unnecessary complications.

6.3 by the way

Idiom: by the way

Meaning: used to introduce a new subject to be considered or to give further information (Cambridge Dictionary, 2024).

Source Language: Evelyn: Betty. These interviews are for people interested in joining the Farm.

Betty: Well, let's say that I am. Where's your dad, by the way?

Evelyn:

Target Language: เอเวอลีน: เบ็ตตี้ เราสัมภาษณ์คนที่สนใจ จะเข้าร่วมกับฟาร์มนะ

เบ็ตตี้: เอาเป็นว่าฉันสนใจละกัน พ่อเธออยู่ไหนล่ะ

เอเวอลีน: ก็แถวนี้แหละ

(Riverdale season 3; episode 17)

Clarification: In this incident in Riverdale, a cult known as “The Farm” is attracting and expanding its following by preying on people grieving past traumas. However, Betty views the cult with strong suspicion due to its mysterious origins, unclear funding sources, and the apparent brainwashing of its followers. Determined to uncover the truth, she infiltrates the Farm. During her interview to join the cult, the idiom “by the way” appears in the conversation. The translator omits this phrase to reduce wordiness and maintain the flow. Recognizing that some English phrases serve as conversational fillers without adding meaningful content in Thai, the translator's choice helps avoid confusion and keeps the dialogue clear.

6.4 out of the blue

Idiom: out of the blue

Meaning: If something happens out of the blue, it is completely unexpected (Cambridge Dictionary, 2024).

Source Language: Archie: Mad Dog, what's happening?

Mad Dog: They're finally shutting down L&L.

Archie: Great. Because of what happened to Warden Norton?

Mad Dog: It's 'cause they're opening that new prison on the Southside. We're all being transferred there, Red. And the L&L guards who made us fight here they'll all work there. They're gonna start the fight club again. My parole hearing was canceled, out of the blue. Baby Teeth, Thumper, theirs, too. They're doing whatever it takes to fill Lodge's cells come opening day.

Target Language: อาร์ชี: แมดด็อก เกิดอะไรขึ้น
แมดด็อก: ในที่สุดพวกมันก็ปิดสถานพินิจ
อาร์ชี: ก็ดีนี่ เพราะเหตุการณ์ที่เกิดกับพัศดินอร์ตันเหรอ
แมดด็อก: เพราะพวกมันเปิดคุกใหม่ที่ฝั่งใต้ต่างหาก เราจะย้ายไปที่นั่นกันหมด หัวแดง ยามของสถานพินิจที่เคยบังคับให้เราชกกัน ก็จะไปทำงานที่นั่นกันหมด พวกมันจะเปิดเวทีต่อสู้อีก และฉันก็โดนยกเลิกการพิจารณาทัณฑ์บน เบปี้ทิส ธัมเปอร์ก็ด้วย พวกมันจะทำทุกอย่าง เพื่อให้ห้องขังของลอร์ดจ์เต็มในวันเปิด

(Riverdale season 3; episode 17)

Clarification: In this incident, Hiram is preparing to open a new private prison in Riverdale, and to do so, he needs to ensure he has enough inmates. He plans to transfer youths from the juvenile correctional facility to his new prison. Mad Dog informs Archie of this news. In Mad Dog's dialogue, the idiom “out of the blue” is used but is omitted by the translator to reduce wordiness and maintain the flow. Since some English phrases serve as conversational fillers without adding significant meaning in Thai, translating them could confuse Thai viewers. The omission helps keep the dialogue clear and focused.

6.5 no matter what, when, why, etc.

Idiom: no matter what, when, why, etc.

Meaning: used to emphasize that something is always true, or that someone must do something (Cambridge Dictionary, 2024).

Source Language: Archie: My grandpa Artie founded Andrews Construction and passed it down to my dad. It's my legacy.

Hiram: Well, both of your businesses bear your father's name. You'll be keeping his legacy alive, no matter what.

Target Language: อาร์ชี: ปู่อาร์ตี้เป็นคนก่อตั้งแอนดรูส์คอนสตรัคชั่นขึ้นมา แล้วก็ส่งต่อให้พ่อผม มันเป็นมรดกผม

ไฮแรม: ก็ธุรกิจทั้งสองอย่างตั้งชื่อตามพ่อนาย นายต้องรักษามรดกให้มันยังคงอยู่ต่อไปให้ได้

(Riverdale season 4; episode 13)

Clarification: In this incident, Archie seeks counsel from Hiram due to his constrained capacity to manage a multitude of business enterprises. Hiram answered using the idiom “no matter what”. This idiom typically emphasizes an unwavering commitment or determination to proceed despite challenges or obstacles. In this scenario, the translator chooses not to directly translate the idiom into Thai, opting instead to convey the essence of Hiram's advice more concisely. By omitting the direct translation of “no matter what,” the translator aims to maintain the flow and conciseness of the conversation in Thai, ensuring that the meaning and intention behind Hiram's advice to Archie regarding determination and commitment remain unchanged. This approach allows for a smoother transition of the dialogue without sacrificing the essence of the original message.

The findings revealed a nuanced landscape of translation practices, with a discernible preference for certain strategies. Notably, the strategy of “Translation by Paraphrase Using Unrelated Words” emerged as the most prevalent, accounting for a significant portion of the translations. This strategy's dominance underscores a tendency towards flexibility and creativity in rendering idioms, possibly aiming to maintain the idiomatic expressions' original impact within the cultural and linguistic confines of the Thai audience. Examples from the data illustrated how translators often opted for entirely new expressions that resonated with the target culture while preserving the original meaning's essence.

Conversely, strategies such as “Translation by a More General Word” and “Translation by Illustration” were notably absent from the analyzed subtitles. This absence could reflect the specific challenges and constraints inherent in subtitle translation, where brevity and clarity are paramount, possibly deeming these strategies less feasible.

Furthermore, “Translation by Cultural Substitution” and “Translation by Paraphrase Using a Related Word” also featured prominently, highlighting a conscious effort to bridge cultural gaps and ensure relatability. These strategies exemplify the translator's role as a cultural mediator, adeptly navigating between the source and target languages to convey idiomatic expressions' nuanced meanings.

The lesser-used strategies, such as “Translation by Omission,” underscore the challenges translators face in balancing fidelity to the source text with the target audience's comprehension and cultural sensibilities. Such decisions likely reflect a strategic prioritization of the narrative flow and audience engagement over strict lexical equivalence.

In summary, the analysis of translation strategies employed in the “Riverdale” series subtitles has provided insightful perspectives on the complexities and intricacies of translating English idioms into Thai. The predominance of certain strategies over others reflects a blend of linguistic creativity, cultural sensitivity, and pragmatic constraints, offering valuable lessons for subtitle translation practices. This study not only sheds light on the specific context of translating for Thai audiences but also contributes to the broader discourse on translation strategies in the realm of subtitle translation.

CHAPTER V

CONCLUSION

This research embarked on an exploration of the complex and nuanced process of translating English idioms into Thai, with a specific focus on the subtitles for the TV series “Riverdale.” Considering the vast cultural and linguistic differences between English and Thai, translating idiomatic expressions presents a considerable challenge. Translators need more than just a fluent command of both languages; they must also have a profound grasp of the cultural subtleties that influence how expressions are used and understood in each language.

The objective of this study was to analyze the techniques and strategies used to translate intercultural idioms from subtitles in English TV series to Thai language, which is very close to the expressions that most appear in everyday conversations. Because these idioms are important variables in conveying the ideas, views, and culture of the English language.

Conclusion

The investigation into the translation of English idioms into Thai within the subtitles of “Riverdale” has led to several significant findings that illuminate the complexity of this task. By applying Baker's Taxonomy to the analysis of 510 idioms, the study identified the utilization of six out of the taxonomy's eight strategies. This diversity of strategies showcases the adaptability and creativity required in translation to address the linguistic and cultural nuances of the source and target languages.

Paraphrasing using unrelated words emerged as the most frequently employed strategy, indicating translators' preference for conveying idiomatic meanings in ways that resonate with the target audience's cultural and contextual understanding. This approach underscores the translators' focus on ensuring that the essence and humor of the original idioms are preserved, even when direct equivalents are not available in Thai.

Other strategies, such as omission of the idiom, substitution with a Thai idiom or proverb, and literal translation, were also observed, albeit less frequently. Each strategy was chosen based on its appropriateness for the context and the potential for maintaining the original's impact within the cultural constraints of the target audience.

Furthermore, the analysis revealed that certain idioms were adapted to reflect Thai cultural references, demonstrating the translators' effort to enhance relatability and comprehension. This finding highlights the importance of cultural adaptation in subtitle translation, where the goal is not only to translate language but also to bridge cultural gaps.

Overall, the key findings of this study reflect the intricate balance between linguistic fidelity and cultural appropriateness in the translation of English idioms into Thai. The diversity of strategies employed by the translators of "Riverdale" underscores the complexity of their task and the necessity for a nuanced understanding of both languages and cultures involved.

Discussion

Translation by paraphrase using unrelated words emerged as the most frequently used strategy in the translation of English idioms in the "Riverdale" series subtitles into Thai, with 223 instances (43.73%). This strategy involves expressing the meaning of an English idiom in Thai using different words that are not directly related to the original idiom. The prevalence of this strategy can be attributed to several contextual factors. Thai is a tonal language, which means that the pitch or intonation used when pronouncing a word is essential for conveying its meaning. In Thai, changing the tone of a word will result in a different word with a completely different meaning. The language consists of five distinct tones: high, mid, low, rising, and falling. Additionally, Thai distinguishes between long and short vowels, which means that each of the five tones can be applied to both long and short versions of a vowel (Teeranon & Rungrojsuwan, 2009; Intajamornrak, 2017; Breslin, et al., 2021). Consequently, the tonal nature and vowel length distinctions in Thai create a rich and complex system of pronunciation where a single syllable can have multiple

meanings depending on the tone and vowel length used. Combining these factors, a single syllable can have up to ten variations (five tones times two vowel lengths), each potentially representing a different word. This system allows Thai to have a vast vocabulary, where subtle changes in pronunciation create entirely new meanings. Consequently, the language can express a wide range of concepts and ideas with relatively few syllables, making it rich and efficient in terms of vocabulary. Furthermore, Thai has borrowed numerous words from English over the years, especially in the modern era due to globalization and increased interaction between Thailand and English-speaking countries. This borrowing process has enriched Thai language, incorporating English terms related to technology, science, business, fashion, and everyday life (Phetkla, 2020; Kuptanaroaj, et al., 2021; Sangsarai, 2022), allowing translators to choose alternative words that convey a similar meaning. Additionally, Thai culture has its own set of idiomatic expressions, and translators can select to use these culturally specific phrases instead of trying to find a direct equivalent for English idioms. This choice could also arise from the desire to maintain the natural flow and idiomatic nature of Thai language.

Translation by cultural substitution was the second most frequently employed strategy, appearing 137 times (26.86%) in the analysis. This strategy involves replacing an English idiom with a culturally equivalent Thai idiom to convey a similar meaning in the target language. The frequent use of cultural substitution can be explained by the importance of cultural relevance and understanding in translation. Translators aim to make the subtitles relatable to the target audience in Thailand by utilizing familiar idiomatic expressions that align with Thai culture. By employing culturally specific idioms, the translated subtitles maintain the intended meaning and retain the impact of the original English idioms within Thai context.

Translation by paraphrase using a related word was observed 101 times (19.80%) in the analysis. This strategy involves conveying the meaning of the English idiom by using a related word or phrase in the target language. The usage of this strategy can be attributed to the translators' consideration of linguistic nuances in Thai. Translators can select words that are closely related to the original idiom to capture its essence while still providing an appropriate and meaningful translation in

Thai language. This strategy allows for a balance between conveying the idiomatic meaning and maintaining the linguistic and cultural integrity of Thai subtitles.

Translation by a more neutral/less expressive word was observed in 28 instances (5.49%). This strategy involves substituting the original English idiom with a less expressive word in Thai, resulting in a more neutral translation. The limited use of this strategy can be influenced by various factors. Translators may prefer to preserve the impact and emotional tone of the original English idioms, leading to a less frequent application of this strategy. Additionally, the complexity of idiomatic expressions often requires nuanced translations, making it challenging to find equivalent Thai words that are both neutral and retain the intended meaning.

Translation by omission occurred 11 times (2.16%) in the analysis. This strategy involves omitting the English idiom in the Thai translation, potentially due to cultural or linguistic constraints. The infrequent use of this strategy can be attributed to the translators' objective of providing a complete and comprehensive translation. However, certain idiomatic expressions may not have direct equivalents in Thai or require extensive explanations, making their omission a practical choice. Additionally, cultural differences between English and Thai may render some idioms less relevant or understandable in Thai context, leading to their exclusion in the subtitles.

Translation using a loan word or loan word plus explanation was observed 10 times (1.96%) in the analysis. This strategy involves incorporating a loan word from English into the Thai translation or using a loan word along with an explanation to bridge the linguistic gap. The limited usage of this strategy can be attributed to the desire to maintain linguistic coherence and ensure that the subtitles are easily understandable for the target audience. While loan words can be helpful in conveying the meaning of certain idioms, excessive use may disrupt the flow of Thai language and create confusion. Therefore, translators may opt for alternative strategies that allow for a more seamless integration of idiomatic expressions into Thai subtitles.

The absence of translation by a more general word in this study can be concluded to the following factors: 1) Idioms' complexity: English idioms are complex in various ways, requiring precise translation to capture their intended meaning (Vula & Tyfekçi, 2024). Translating them with more general words may not effectively

convey the idiomatic expression and could result in a loss of the original meaning. 2) Linguistic challenges: Due to Idioms are linguistic expressions whose meanings do not align with their language structures, conveying distinct, contextually specific interpretations that often include underlying connotations (Sangtrakarnkit, 2017), translating idioms using more general words can be challenging. Finding a single, general word that adequately encompasses the entire meaning of an idiom can be difficult. Translators may have found it more feasible to employ other strategies, such as paraphrasing using related words or cultural substitution, to convey the idiomatic meaning more accurately.

The rationale for the neglect of translation by illustration in this study investigation can be concluded that: 1) Limitations of screen space: Subtitles, by their nature, have limited space and time to convey information (Hajmohammadi, 2004). Translation by illustration typically involves using visual cues or images to depict the meaning of an idiom. This strategy could not be feasible or practical to implement within the constraints of subtitles, which primarily rely on textual representation. The visual element required for translation by illustration may not be effectively conveyed through subtitles alone. 2) Compatibility with Audiovisual Medium: Translation by illustration is more commonly associated with mediums that allow for visual representation, such as graphic novels or films with visual storytelling elements. While the “Riverdale” series is audiovisual in nature, subtitles primarily serve the purpose of conveying the dialogue and speech in a written form. The focus of subtitle translation is primarily on text-based comprehension.

The process of translating idiomatic expressions involves the utilization of language peculiar to each specific language, which is a greater challenge for non-native speakers due to the requirement of both linguistic proficiency and cultural comprehension. It is not possible to rely solely on a single strategy for translating idioms; rather, a combination of various strategies must be employed in order to retain the essence and cultural differences of the source language to the fullest extent possible.

Theoretical Implications

The findings of this study have significant theoretical implications for the field of translation studies, particularly in the context of audiovisual translation. By applying Baker's Taxonomy to the translation of English idioms into Thai in the subtitles of "Riverdale," this research contributes to a deeper understanding of the complexities and nuances involved in idiomatic translation. The successful identification and application of six out of eight strategies from Baker's Taxonomy in this context underscore the relevance and utility of Baker's framework for analyzing translation strategies, even in the dynamic and fast-paced realm of TV series subtitle translation.

The prevalence of paraphrasing using unrelated words as a strategy reveals a critical aspect of translation theory: the necessity of going beyond a literal translation approach to achieve effective communication. This finding supports the theoretical standpoint that translation is not merely a linguistic act but also a cultural one, requiring translators to navigate and bridge the cultural nuances between the source and target languages. This challenges and expands the existing theoretical frameworks by emphasizing the importance of cultural competence and adaptability in translation practices.

Moreover, the diversity of strategies employed by translators in this study highlights the importance of flexibility and creativity in translation theory. It suggests that theoretical models need to accommodate a range of strategies to account for the variability of texts, contexts, and cultures. This finding encourages a reevaluation of rigid theoretical models and supports a more dynamic understanding of translation as an intercultural communication process.

Practical Implications

The insights garnered from this study bear significant practical implications for translators, especially those involved in the specialized field of subtitle translation from English to Thai. The prevalence of paraphrasing using unrelated words as the most frequent strategy for translating idioms underlines the critical need for translators to possess not only linguistic skills but also deep cultural knowledge and creativity.

This strategy, along with others identified in the study, suggests several key applications for improving translation practices in audiovisual content.

Guidelines for Translation Practices: This study provides empirical evidence that can inform the development of best practices and guidelines for subtitle translation. Recognizing the importance of cultural adaptation and the effectiveness of various translation strategies can help in formulating recommendations that improve the quality of subtitle translations. These guidelines would be particularly beneficial for new translators entering the field, offering them a framework for tackling idiomatic expressions.

Encouraging Technological Innovation: The practical implications extend to the development of translation technologies, such as machine translation tools and translation memory software. Insights from this study can inform the design of these technologies, enabling them to better support translators by suggesting culturally relevant alternatives for idiomatic expressions.

Significance of the findings

The study provides insights into the strategies employed by translators when translating English idioms into Thai in the context of TV series subtitles. By identifying and analyzing the strategies used, the research contributes to the understanding of effective translation approaches for idioms. The findings reveal the distribution and frequency of different translation strategies. Understanding the prevalence of each strategy can inform future translation practices and help translators make informed decisions based on the specific context and linguistic nuances of idioms.

Limitations of the study

1. The research focused on analyzing English idioms in the subtitles of the TV series “Riverdale” translated into Thai. The choice of this specific TV series may limit the generalizability of the findings to other TV series or genres; therefore, the findings may not be generalizable to other similar series or contexts. Including a more diverse range of TV series could provide a broader perspective on the translation strategies employed for English idioms in Thai subtitles.

2. The research relied on the analysis of subtitles, which have inherent limitations in conveying the full range of meaning and nuance present in idiomatic expressions. Subtitles have space and time constraints, which may influence the choice of translation strategies and limit the accuracy and depth of idiomatic interpretation.

3. The research did not extensively explore the contextual factors that might influence the selection of specific translation strategies. Factors such as cultural norms, linguistic preferences, and target audience expectations could significantly impact the translators' decisions. Further investigation into these contextual aspects would provide a more comprehensive understanding of why certain strategies were employed more frequently or omitted in the translation of English idioms into Thai.

Recommendations for Future Research

1. An exploration of other modes of audiovisual translation, such as dubbing or voice-over, can be conducted to examine how English idioms are rendered in spoken language. This comparison between the strategies used in these modes and those employed in subtitles will provide a comprehensive understanding of the challenges and approaches in translating idiomatic expressions across different audiovisual translation techniques.

2. A comparative analysis of subtitle translations of English idioms into Thai from various TV series or movies could be conducted. This approach will offer a broader understanding of translation strategies employed across different contexts and genres, allowing for a more comprehensive examination of the practices and variations in translating idiomatic expressions.

3. An investigation into the audience's perception and reception of translated idioms in TV series subtitles could be undertaken. Surveys or interviews can be conducted to gather feedback from viewers regarding their understanding, interpretation, and acceptance of the translated idioms. This approach will provide valuable insights into the effectiveness and cultural appropriateness of different translation strategies.

4. The research can be expanded to explore the translation of English idioms into other target languages apart from Thai. Investigating how idiomatic expressions are rendered in different languages will shed light on the influence of linguistic and

cultural factors on translation strategies and provide insights into language-specific challenges and solutions.



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