



Cultural Awareness in Translation



Influence of Ecology

-Words describing ecological conditions, crops, or creatures differ from place to place.

-When you translate a word about a season, do you understand it the same way as those from other culture?



Similar weather condition?



What do you say about it in Thai?

-When you are saying a word telling part of a day or a natural phenomenon, a word from familiarity may cause some meaning negotiation deadlock while thinking about another in a foreign language.



<https://www.ejan.co/news/5fe48a3b2260a>

What is it in English?

What is it in Thai?

Hoar Frost (Section 3.2.1.4.4)

Definition: Hoar frost: A deposit of ice produced by the deposition of water vapour from the surrounding air. It is generally crystalline in appearance.

<https://cloudatlas.wmo.int/en/hoar-frost.html>

ทรงกลม ปรากฏการณ์อัศจรรย์

06/10/2023

1.50K VIEWS

What is it in English?



There can be a lot more than you know.

More words are invented after discoveries.

There are 3 types!

-Because of ecological differences, originality of corps, fruits, and produce causes creation of words spoken in regions.



Kale

| kay-el |

[Good Food team](#)

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Kale is a leafy green vegetable which is best boiled or steamed. Discover when kale is in season, plus how to select, store, prepare and cook it.

Translate, please.
Can you do it?



What is it?

The indescribable scent of feijoa - the exotic fruit that became the smell of New Zealand childhood

<https://www.theguardian.com/world/2024/feb/24/the-indescribable-scent-of-feijoa-the-exotic-fruit-that-became-the-smell-of-new-zealand-childhood>



What is it in Thai and English?

<https://www.facebook.com/groups/235921823140768/posts/4801364689929769/>



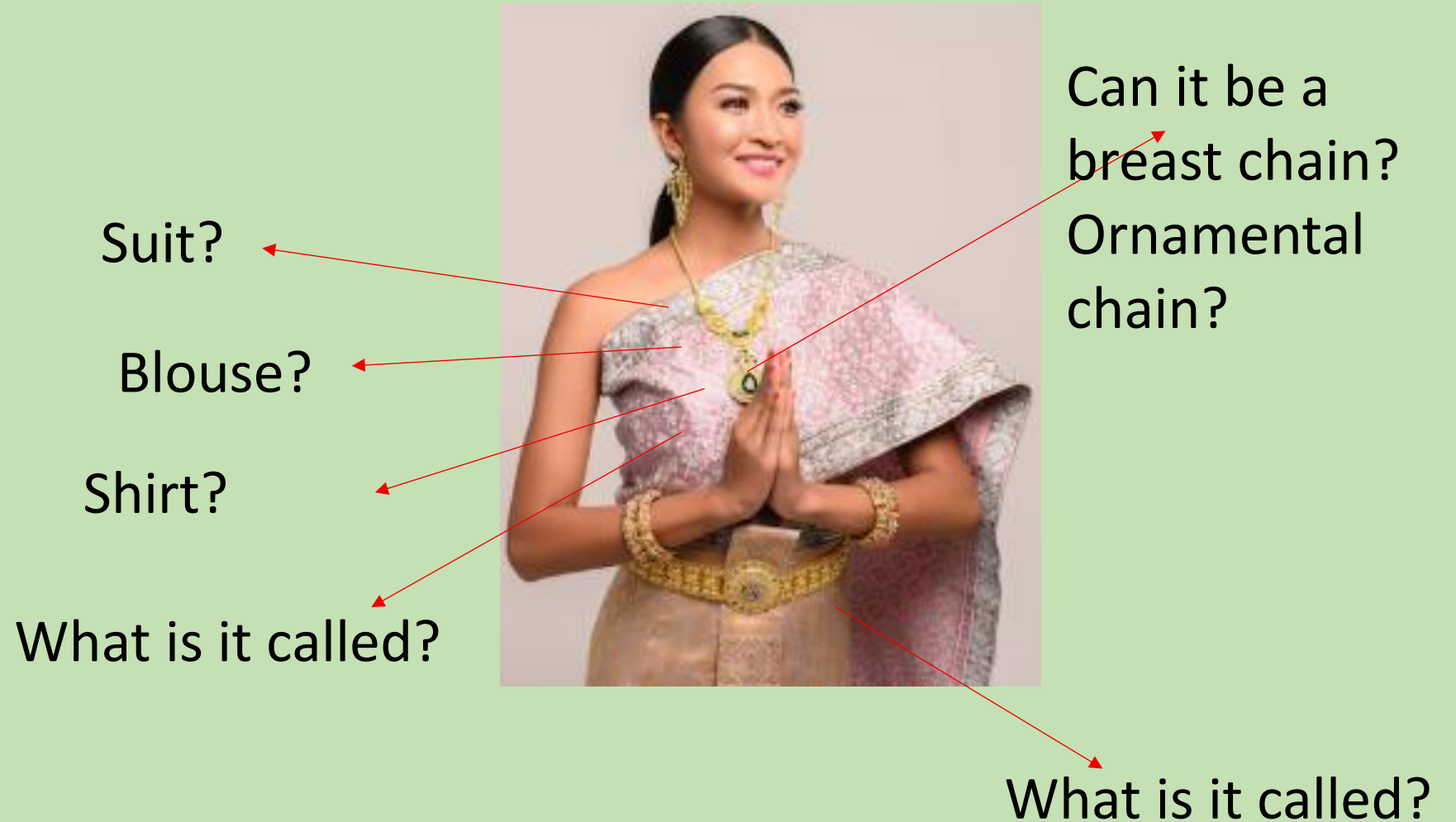
มี Bok Choy ไหมคะ

You know its Thai word
BUT you may say "vegetable"

<https://www.youtube.com/watch?v=IP4bnsiK9gk>

Influence of Material Culture

-Some artifacts represent the cultural uniqueness. Without prior knowledge, many loan words cannot be understood.



From Japanese into English

The first layer is the *hadagi* undergarment or a slip dress. The hadagi is a lightweight undergarment made from breathable materials like cotton. It absorbs sweat to prevent staining on the actual kimono and can be washed after every use. *Tabi* split-toe socks are worn with *zori* sandals.

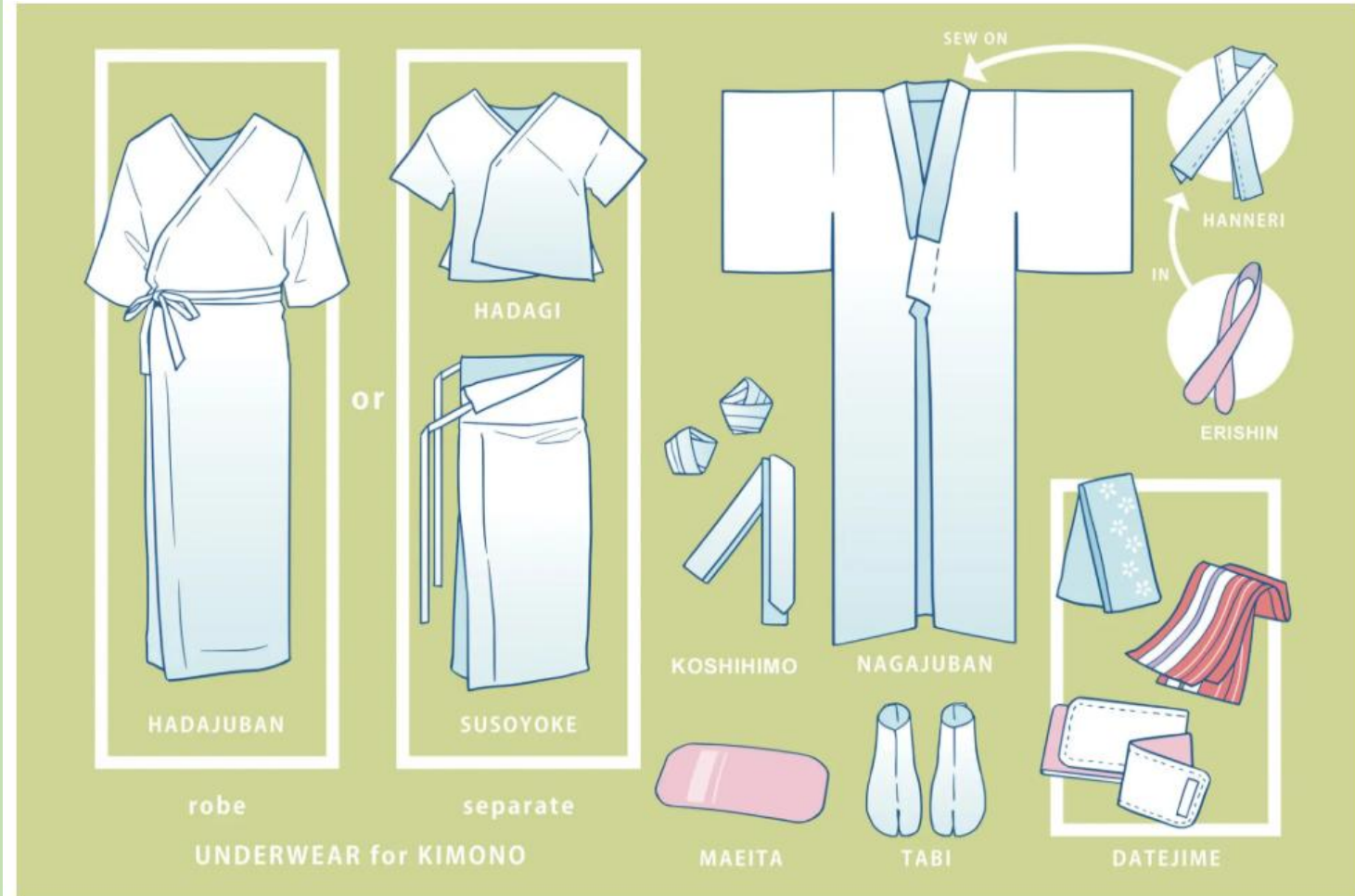


Women geta sandals

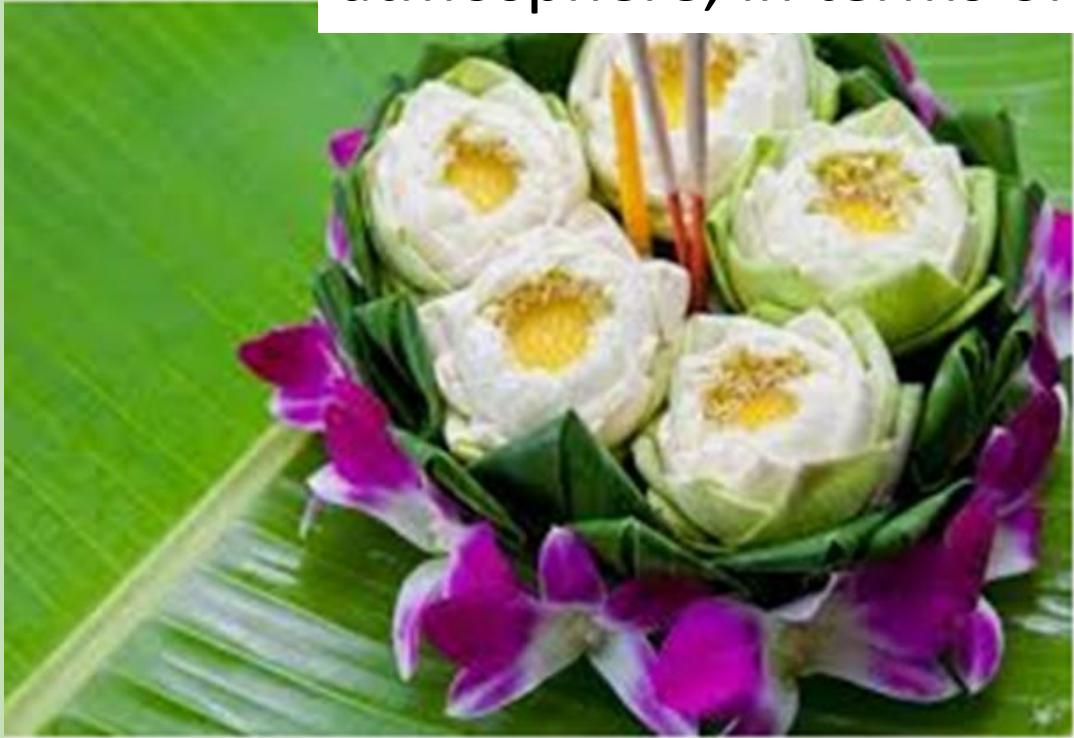


In Japan, people wear geta sandals when they wear yukata kimonos or Japanese kimonos.

Now, English into Thai!



Not a bowl or a group of flowers.
What is it in Thai? What kind of circumstance or atmosphere, in terms of culture, do you feel?





Actually, it's a blend of cultures, accepted in a society, that people have been familiar with.

- How do you make American fried rice?

American fried rice is a **Thai** dish that uses 'American' ingredients, think ham, fried chicken, raisins and of course Ketchup. Serve with a fried egg on top and with chicken tenders and mini frankfurters on the side and you have traditional Thai American fried rice.

<https://www.marionskitchen.com/american-fried-rice/>

-Words for artifacts in some culture are not understood in others.



Understanding and translation can lead to behaviors.



<https://www.posttoday.com/politics/379998>

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<https://www.tiktok.com/@domepakornlamfc/video/7437045057053641992>

-More and more words can be created to name inventions in the era of technology advancement.



The impact of **Blockchain technology** on the car industry is expected to grow and drive new automotive technology changes in the future. These innovative ideas in the automobile industry can be used to improve vehicle information and usage data across the sector through proper management.

INVESTING SIMULATOR BANKING PERSONAL FINANCE NEWS

What Is **Cloud Computing**?

Cloud computing is the delivery of different services through the Internet. These resources include tools and applications like data storage, servers, databases, networking, and software.

Influence of Social Culture

-Social classes, traditions and norms define words for demographic groups, races or status.

Thousands of Thais becoming "Little Ghosts" in South Korea

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"ผีน้อย"
อนาคตแรงงานไทยหนักหัวเกาหลีใต้



Reasons behind this word?

Blue Collar vs. White Collar: Different Social Classes?



BY [MELISSA PARIETTI](#) | Updated Feb 7, 2018

"Blue collar" and "white collar" are two terms in the English language that evoke very different pictures. The [blue collar](#) worker is perceived to make less than the white collar worker. The white collar worker might work behind a desk in the service industry, while the blue collar worker gets his hands dirty doing manual

-Some words, when spoken, can represent an emotional state, a social background and relationship in a social group.

The outbreak of the COVID-19 pandemic has generated a spectacular rise in social media communication and an unprecedented avalanche of global conversation. This paper traces the emergence of the racist term “Chinese virus” used by the President of the United States,

Romania’s ambassador to Kenya who allegedly compared a monkey with Africans during a meeting in the capital has been recalled, according to the Romanian foreign ministry.

Dragos Viorel Tigau was at a United Nations building in Nairobi on April 26 when a monkey appeared at the window of the conference room.

ข่าวสด Online 2564

🏠 ข่าวด่วน ข่าวโควิด-19 เด่นออนไลน์ บันเทิง กีฬา

หน้าหลัก > เด่นออนไลน์ > หมอเหรียญทอง มาแล้ว! ชดเด็ดลูกหลานเจ๊กบาง

หมอเหรียญทอง มาแล้ว! ชดเด็ดลูกหลานเจ๊กบางคน เลว ลั่นผมพร้อมรบ

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f t LINE

https://www.khaosod.co.th/special-stories/news_2239547



<https://www.youtube.com/watch?v=8BKzyjmzti4>

-Words for addressing colleagues and other people are different among cultures.

Salutations

This is the greeting at the beginning of the letter, like “Dear Mary,”

If the person you are writing to is a friend, or if you have known the person for a long time and are on a 'first name basis', then you write:

Dear + First-Name + comma:

Example: **Dear Bill,**

If you do not know the person well, you use:

Mr./Ms./Mrs./Miss/Dr. (etc.) + the last name + colon:

Example: **Dear Ms. Jones:**

If you do not know the name of the person to whom you are writing, then use 'Sir/Madam' + colon.

Example: **Dear Sir/Madam:**

<https://site.uit.no/english/writing-style/letters/>

<https://www.tesol.org/docs/default-source/new-resource-library/business-letter-basics---proper-addresses-and-salutations-2.pdf?sfvrsn=0>

Influence of Religious Culture

-Some philosophies cannot be effortlessly and understandably passed on to those with different beliefs.



Live a simple life.

What are they in English?
Guess before search.



Jack O'Lanterns Origin

In Ireland and Scotland, people began to make their own versions of Jack's lanterns by carving scary faces into turnips and placing them into windows or near doors to frighten away Stingy Jack and other wandering evil spirits.



ผีปอบ : วาทกรรมตกค้างในยุคออนไลน์

“Phi-pob” (Ogre) : A remaining discourse in digital age

ghoul

(gu:l ⓘ)

Word forms: ghouls

1. countable noun

A **ghoul** is an imaginary evil spirit. **Ghouls** are said to steal bodies from graves and eat them.

2. countable noun

If you describe someone as a **ghoul**, you mean that they show an unnatural interest in things such as human suffering, death, or dead bodies.

[*disapproval*]

-Different understandings can cause difficulties in word selection to describe a tradition appropriately.





A burial is when the deceased's body is placed inside the ground, while cremation is a process of passing the body through a furnace to produce ashes. You can have a funeral service of your choosing independent of whether you choose to have the body cremated or buried. Nov 21, 2565 BE



Titan Casket

<https://titancasket.com> > blogs > funeral-guides-and-more

[Difference between Cremation and Burial - All you need to know](#)

GUIDES > PLANNING A FUNERAL

What's a celebration of life?

End-of-life events are often known for being serious, sad and formal, but this might not always match the wishes of the person who's died. This guide will cover what to expect at a celebration of life, as well as some tips for planning a celebration of life event.

<https://farewill.com/articles/whats-a-celebration-of-life>

Influence of Linguistic Culture

-New words or short forms are always created and used in many social groups.

SMS ENGLISH

- **B4** = before
- **INFO** = information
- **CU** = see you
- **R** = are
- **2MORROW** = tomorrow
- **ASAP** = as soon as possible
- **LOL** = laughing out loud
- **L8r** = later
- **U** = You
- **HAND** = have a nice day
- **G9** = good night
- **NP** = no problem
- **BRB** = be right back
- **OMG** = oh my God
- **BTW** = By the way
- **RUOK** = are you OK?
- **PLS** = please
- **SIS** = sister
- **HRU** = how are you?
- **XOXO** = hugs and kisses
- **2DAY** = today
- **BF** = boyfriend
- **BRO** = brother
- **THX** = thanks
- **C** = see
- **D8** = date
- **F8** = fate
- **GF** = girlfriend



-Word use and expressions in different cultures are unique.

	Example of Sexist/Gendered Usage	Explanation	Alternatives
<i>The generic 'he'</i>	Every student must have a pencil, and he should always bring it to class.	Defines <i>student</i> as exclusively male.	<p>Every student must have a pencil and they* should always bring it to class.</p> <p>Every student must have a pencil and s/he should always bring it to class.</p> <p>Every student must have a pencil and he or she should always bring it to class.</p>
<i>Man as a verb</i>	I have four students to man the internship table.	Implies once again that persons referred to are exclusively male.	I have four students to attend the internship table.

What is this case about?

-Different morphological or phonological features of words in languages can cause some difficulties in sound and letter transcription.

การเทียบพยัญชนะไทยกับอังกฤษ
ในการเขียนชื่อคน ที่อยู่และสถานที่ตามที่
ราชบัณฑิตยสถานกำหนด

พยัญชนะไทย	พยัญชนะอังกฤษ	
	ตัวต้น(Initial)	ตัวสะกด(Final)
ก	K	k
ข ค ฆ	Kh	k
ง	Ng	ng
จ ฉ ช ซ ฌ	Ch	t
ญ	Y	n
ด ฎ ฐ(บางคำ)	D	t
ต ฏ	T	t
ถ ฐ ห ฑ ฒ ณ	Th	t
น ญ	N	n
บ	B	p
ป	P	p
ผ ฝ ภ	Ph	p
ฟ ฝ	F	p
ม	M	m
ย	Y	-
ร	R	n
ล ฬ	L	n
ว	W	-
ช ทร ศ ษ ส	S	t
ห ฮ	H	-

หมายเหตุ ตัวสะกดเมื่อก = t , เมื่อกบ = p , เมื่อกน = n , เมื่อกง = ng , เมื่อกม = m , เมื่อกค = k



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What else?

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