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**TRANSLATION STRATEGIES OF SEXUALLY TABOO WORDS: A CASE OF
THE ENGLISH-THAI TRANSLATION OF THE *FIFTY SHADES* TRILOGY
WRITTEN BY E.L. JAMES**

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ABSTRACT

The concept of sexually taboo words are seen as dirty and repulsive in many societies; nevertheless, they are still explicitly presented in various media especially in literature. This research aimed to investigate the translation strategies employed in sexually taboo words of the erotic novels called the *Fifty Shades* trilogy and their Thai-translated versions. Sexually taboo words were classified by Allen and Burrige's categorization (2006) and an additional framework from Yuan (2016). For the part of translation strategies, this research used the combined frameworks proposed by Diaz Cintas and Aline (2007) and Pedersen (2011). The findings showed that sexually taboo words in a group of genital organs were mostly found in the *Fifty Shades* trilogy whereas sexually taboo words about homosexuality, rape, and incest were absent. The results also presented that substitution was the most frequent translation strategy that Thai translators used in order to avoid the presence of sexually taboo words; conversely, compensation strategy was the least. The results can be implied that Thai culture plays an important role in determining the choice of translation. Thai translators tend to avoid using the strongly taboo words by replacing something else because it violates Thai culture where sex is embarrassing to talk about.

Keywords: Translation strategies, sexually taboo words, English-Thai translation, the *Fifty Shades* trilogy

Introduction

Taboo is related to social contraction because it is made to maintain order in society and it is seen as dirty and repulsive. According to Allan and Burrige (2006), the word 'taboo' is generally seen as the individual's behaviors, things, or concepts which are forbidden by the social rules and it can cause discomfort, harm or injury. In terms of language, the authors of the book *Forbidden Words* stated that taboo language is a part of etiquette because it refers to term 'dirty words' (Allan & Burrige, 2006, p.40). Even though the concept of taboo language is perceived and passed on from generation to generation as a forbidden language due to that fact that it irritates to the social norms (Freud, 1913, as cited in Fusaro, 2016), they are still explicitly presented in various sources especially in media industries. In case of the entertainment media industry in the United States of America, where films and television shows are made and immensely popular worldwide (Dodd, 2013), taboo languages are a lot presented in many films and TV series. Bednarek (2014), who studied *A statistical analysis of how much f***ing swearing there is on TV*, suggested the top five episodes of her data; **The Wire**, [True Blood](#), [Entourage](#), [Dexter](#), and [Breaking Bad](#) contain about 10 to 20 swearwords for every 1,000 words of dialogue. Those swearwords she found always related to religions, bodily excretions, sexual

activities and taboo body parts (Bednarek, 2014). In addition, taboo language is not only employed in the entertainment media, but it is also found in the written media with both of electronic and printed forms; such as newspapers, magazines, books, and other written sources. To shed light on the study of taboo language, the famous erotic novels: *Fifty Shades of Grey* (2011), *Fifty Shades Darker* (2012), and *Fifty Shades Freed* (2012) written by E.L. James are worth talking about because there are many sexually taboo words explicitly presented in these books. The book series has been translated into more than eighty different languages and has sold more than a million copies worldwide (Bosman, 2014). The New York Times even mentioned to *Fifty Shades* trilogy that “Sex is a hard sell” as they hit the top of The New York Best-sellers list in 2012 (Stanley, 2012).

It is interesting that this erotic series has phenomenally become so popular all around the world despite the fact that its genre is erotica, which has a strong presence of explicitly sexual scenes describing with a lot of taboo words. It is more interesting because it has been translated into the Thai language, and have been putting on the shelves, selling all over Thailand where sex is still a taboo topic. As this reason, translating sexually taboo words in the *Fifty Shades* trilogy is probably challenging task for Thai translators. They may not be able to convey the exact meaning of sexually taboo words from English to Thai unless they have a deep understanding of linguistics and cultures in both languages.

Objectives

1. To indicate translation strategies of sexually taboo words in the erotic series; *Fifty Shades of Grey*, *Fifty Shades Darker*, and *Fifty Shades Freed* and its Thai translated versions.
2. To analyze how Thai translators adopted translation strategies in order to deal with sexually taboo words in the erotic series; *Fifty Shades of Grey*, *Fifty Shades Darker*.

Research questions

1. What translation strategies employed in sexually taboo words in English to Thai translation of *Fifty Shades of Grey*, *Fifty Shades Darker*, and *Fifty Shades Freed*?
2. How do Thai translator translate sexually taboo words appear in *Fifty Shades of Grey*, *Fifty Shades Darker*, and *Fifty Shades Freed*?

Theoretical frameworks

The frameworks of translation strategies adopted by Diaz Cintas and Aline (2007) and Pedersen (2011) were used as the main theoretical frameworks of this research. Furthermore, the researcher grouped sexually taboo words by using the combined taxonomies from Allen and Burrige (2006) and Yuan (2016).

Methodology

The study of translation strategies of sexually taboo words: a case of the English-Thai translation of the *Fifty Shades* trilogy written by E.L. James was organized by the qualitative approach in order to explore in two parts. The first part was to find out the frequency of translation strategies of sexually taboo words in the *Fifty Shades* trilogy. The second part was to provide a descriptive analysis of translation strategies of the *Fifty Shades* trilogy. This chapter was classified into four sections: research design, stimuli, data collection, and data analysis.

Research Design

This present study was a qualitative approach. According to the objectives of the study, this research was conducted in a descriptive design. Text in both English and Thai were analyzed in order to study the frequency of translation strategies employed in sexually taboo words.

Stimuli

There were six books used in this study; *Fifty Shades of Grey* (James, 2011), *Fifty Shades Darker* (James, 2012), *Fifty Shades Freed* (James, 2012), and their Thai translated versions by Nanthaporn Pilay (2013), Wikanda (2013), and Nopcharee Pinya (2013) respectively.

Data collection

1. The *Fifty Shades* trilogy: *Fifty Shades of Grey*, *Fifty Shades Darker*, *Fifty Shades Freed*, and their Thai translated versions were prepared for studying by the purposive selection method.
2. Sexually taboo words were searched by scanning techniques. This process was conducted by searching the original text and target text at the same time in order to classify, compare, and analyze its features.
3. A checklist was used during the first round of sexually taboo words scanning. The raw data of translation strategies and types of sexually taboo words were recorded in this process.
4. Back translation technique was provided during the process of sexually taboo words searching in order to indicate the actual meaning of translated words.
5. Lists of translation strategies of sexually taboo words were rechecked to assure that all data were correct.
6. Data of translation strategies of sexually taboo words were calculated for the frequency of their occurrence.
7. The researcher analyzed the data and provided descriptive analysis.
8. The researcher kindly asked the experts both of English native speaker and Thai native speaker who graduated with a Master's degree in the Thai Language major to prove an analysis.
9. The data were rechecked by the researcher and the experts, then researcher wrote the conclusion of the study.

Data Analysis

Based on the research questions of this study, the data analysis was classified into two main sections.

In the first section, sexually taboo words in the *Fifty Shades* trilogy were initially grouped by the frameworks developed by Allan and Burrige (2006) and Yuan (2016). The classification followed ten types of sexually taboo words: masturbation, oral sex, orgasm, homosexuality, rape, incest, menstruation, genital organs, prostitution, and copulation. Using a checklist, sexually taboo words found in the context were counted every time, then recorded and summarized its frequency. Next, eight translation strategies: loan, calque, shifted direct translation, specification, generalisation, substitution, compensation, and omission (Diaz Cintas & Aline, 2007; Pedersen, 2011) were analyzed.

The translation strategies were counted every time they occurred. The occurrence of each strategy was described and counted their frequency of occurrence to see the different use of the translation strategies in sexually taboo words.

Percentage formula:

$$P = \frac{X}{n} \times 100$$

Where

P = percentage

X = frequency

n = number of sample

Another section dedicated to the descriptive analysis of translation strategies of sexually taboo words. After indicated types of translation strategies in the first section, the data were looked closely to see how Thai translators employed translation strategies to translate sexually taboo words. A researcher provided back translation technique in every sexually taboo word to compare the original text with the target text. This technique helped the researcher to check whether the target text was translated into an actual meaning or it came up with different meaning. The findings were discussed and explained with the theory that can be found through the translation of the text. Last but not least, all findings were rechecked by the researcher and the experts until it reached the point of saturation.

Literature Review

This research aims to study the translation of sexually taboo words in the *Fifty Shades* trilogy written by E.L. James: *Fifty Shades of Grey*, *Fifty Shades Darker*, and *Fifty Shades Freed*. This section provides literature reviews of translation studies and the related theoretical frameworks, consisting of three parts: theoretical framework of translation, taboos and sexually taboo words, and related studies.

Theoretical Framework of Translation

The word 'translation', which means 'to bring or carry across' in Latin term (Tidey, 2018), has long been debated by scholars since the past to the present. There are many studies explain the word 'translation' more deeply. An American linguist and expert in translation, Nida (1964) claimed that translation is about conveying meanings and forms of one particular language into another language. He also believed that translation is not only bringing the idea of one language to another, but it is also presenting the form of meaning which refers to the use of words, phrases, or sentences. Therefore, it is important for a translator to syntactically analyze one particular language before translating into another language. Catford (1967) defined the word 'translation' as a process of replacing a text in one language (source language: SL) by another language (target language: TL). Later in 1969, Nida and Taber (1969) emphasized the process of translating that it needs to be concerned about naturalness between the source language and target language. Namely, a translator should be able to translate not only meaning but also a register of language. A concept of translation by Newmark (1981) is similar to Catford's (1967). Newmark agreed that translation is about substitution a text from one particular language by another language. Nevertheless, Newmark (1995) explained more about his concept, that is, translators must imagine that they are the writer of the original text and need to understand what message they really want to send to their readers. However, there is still a problem of equivalence and unnatural. Larson (1984) emphasized that the important thing of translation is conveying the same meaning. After translated, the target language should be presented the same meaning as the source language. Even though there is no word in the target language that can convey the exact meaning as the source language, translators need to find the way to adjust the text and make it to the point of language equivalence. Pinmanee (2003) agreed with Larson (1984). She added that a good characteristic of translation is to communicate the same message delivered in the source text and also retaining its dynamics.

As can be seen, the overall concepts of translation share the same direction, that is, it is about conveying both meaning and the message that the author of the source text is willing to send from one language to another language. A translator should be concerned about the equivalence and naturalness during the translational process.

There are many scholars who deeply studied in the field of translation and developed translation strategies frameworks. This present study dedicates to the translational process of sexually taboo words. Thus, the translation strategies that can be used to deal with the transfer of sexual meaning will be pointed. Due to the fact that sexually taboo topic is related to social contraction and cultural rule, translation strategies for cultural references are needed to be reviewed in this present study.

Diaz Cintas and Aline (2007, p.200) pointed to the translation strategies that are related to cultural references; more importantly, they referred to extralinguistic culture-bound references. They claimed that “extralinguistic references to items that are tied up with a country’s culture, history or geography, and tend therefore to pose serious translation challenges”. Diaz Cintas and Aline (2007) proposed nine translation strategies; loan, calque, explicitation, substitution, transposition, lexical recreation, compensation, omission, and addition.

1. *Loan*: SL word or phrase is directly transferred into TL due to the fact that SL word or phrase cannot be translated into TL (e.g. names of cities such as London and Bangkok).

2. *Calque*: literal translation.

3. *Explicitation*: refers to the use of hyponym (e.g. ‘rose’ could be used to render ‘flower’) or through generalisation by making use of a hypernym or superordinate (e.g. ‘cheddar’ might be translated as ‘cheese’).

4. *Substitution*: a typical subtitling strategy used mainly for the transfer of cultural references. It is understood as a variant on explicitation and is activated when spatial and temporal constraints come into play and a shorter term is needed, rather than a more established, longer translation (e.g. ‘good morning’ could be translated as ‘hi’ in the target text).

5. *Transposition*: occurs when a cultural concept belonging to one linguistic community is replaced by a cultural concept from another.

6. *Lexical recreation*: consists in the invention of a neologism in the target language.

7. *Compensation*: happens when what it is deemed as translational loss in one exchange is made up for by adding something else in another exchange in a different part of the programme.

8. *Omission*: consists in the deletion of some source language information, mainly due to spatial and temporal constraints.

9. *Addition*: occurs in those cases in which information is added to the translation as a means of enhancing and/or nuancing the meaning of the original text.

According to Pedersen (2011), seven translation strategies were adopted to deal with cultural-bound references: retention, specification, direct translation, generalisation, substitution, omission, and official equivalent.

1. *Retention*: the source language is retained the same form; namely, it will be unchanged in the translation process.

2. *Specification*: additional information is added in translation process in order to make the target language more specific. Addition and completion are tools in this translational process.

3. *Direct translation*: it can be categorized into two sub types: *calque* and *shifted direct translation*. *Calque* refers to literal translation whereas *shifted direct translation* is

used when the translator would like to dilute any harsh words from source language to target language. It will become less obtrusive.

4. *Generalisation*: the target language is more general than the source language.

5. *Substitution*: the source language is removed and replaced with something else. It refers to either cultural substitution or situation substitution.

6. *Omission*: the source language is deleted instead of translated.

7. *Official equivalent*: both source and target languages have the common usage. Source language is officially made equivalent in target language.

In the present study, translation strategies developed by Diaz Cintas and Aline (2007) and Pedersen (2011) were primary frameworks for the data analysis because it is related to cultural references directly. In combination with these two frameworks, eight translation strategies of sexually taboo words are proposed here; loan, calque, shifted direct translation, specification, generalisation, substitution, compensation, and omission.

Taboos and Sexually Taboo Words

Concept of taboos According to the Oxford Advanced Learner's Dictionary (2005, p.1560), 'taboo' is defined as: "(1) a cultural or religion custom that does not allow people to do, use or talk about a particular thing as people find it offensive or embarrassing; (2) a general agreement not to do something or talk about something". Another dictionary, Collins COBUILD Advanced Learner's English Dictionary (2006, p.1472) gave the examples of taboo in the similar way; "If there is a taboo on a subject or activity, it is a social custom to avoid doing that activity or talking about that subject, because people find them embarrassing or offensive."

In conclusion, 'taboo' refers to something that is not acceptable in society. Speakers or writers tend to avoid using it because can cause listeners or readers embarrassed or offensive. In addition, the Oxford Advance Learner's Dictionary, also defined terms 'taboo word' as "a word that many people consider offensive or shocking, for example because it refers to sex, the body, or people's race".

Sexually taboo words According to *Forbidden Words: Taboo and the Censoring of Language* (Allan & Burridge, 2006, pp.144-174), taboo words in terms of sex and bodily effluvia are divided into seven categories: masturbation, oral sex, orgasm, homo sexuality, rape, incest, and menstruation.

1. *Masturbation* is an action to stimulate the genitals for sexual satisfaction. However, the purpose of masturbation is only to satisfy oneself, not for reproduction.

2. *Oral sex* focuses on both oral-genital sex and oral-anal sex.

3. *Orgasm* is an orthophemism. It means climax of sexual act.

4. *Homosexuality* refers to same-sex preference. In one hand, this term has been noticeable as a quite strong taboo in many cultures; on the other hand, it is acceptable in some culture.

5. *Rape* is very strong sexually taboo word due to the fact that it is against to law and morality. Therefore, it is uncomfortable to talk about because it might hurts the rape victim's feeling.

6. *Incest* is also orthophemism referring to sex between closely relatives.

7. *Menstruation* refers to not only the word 'menstruation' itself, but it is also included any form of excretion of human beings such as 'shit', 'faeces', 'urine', 'fart', ect.

Continuing Allan and Burridge's work, Yuan (2016) who studied about the subtitling of sexual taboo from English to Chinese, suggested three more types of sexually taboo words, which are genital organs, prostitution, and copulation.

1. *Genital organs* refers to a part of body presenting of sexual symbolic values. It can be classified into three types: male genital organs (such as penis, cock, dick), female

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genital organs (such as vagina, pussy, cunt), and buttocks (such as behind, bottom, ass). In addition, *genital organs* also used to talk about women's breast.

2. *Prostitution* is the most insulted taboos to attack other people, for examples, 'whore', 'slut', 'hussy', and 'broad'.
3. *Copulation* refers to sexual intercourse.

Related Studies

Chuenmanud (2012) studied on problem of English-Thai translation of sexual scenes. She grouped sexually taboo words found on her study into two groups: sexually taboo words about sexual intercourse and the feeling after sexual intercourse and sexually taboo words about genitals. In addition, she suggested that euphemisms were adopted by the translator in order to solve the problem of translation. Fernandez (2008) also supported that translator used euphemism in order to get over sex-related topic. She claimed that metaphor was used as a euphemistic terms to avoid sexually taboo words.

On the other hand, euphemism is not the universal norm adopted by translators of sexual content. According to the research *Translating Eroticism in Traditional Chinese Drama Three English Versions of the Peony Pavilion*, the strategies used in translating eroticism could be faithfully preserving the sexual content, not always attenuating sexually material in the translation (Lee & Ngai, 2012).

Finding

This section presents the data analysis and the findings of the study. The results presented in this section were divided into two parts according to the objectives of the study. The first part presents the frequency and percentage of translation strategies of sexually taboo words in the *Fifty Shades* trilogy. The second part presents the analysis and discussion of translation strategies of sexually taboo words in the *Fifty Shades* trilogy.

Frequency and percentage of translation strategies of sexually taboo words

Translation strategies	Sexually taboo words										Total (n = 642)	
	Masturbation	Oral sex	Orgasm	Homosexuality	Rape	Incest	Menstruation	Genital organs	Prostitution	Copulation	X	P
	Loan								1		43	44
Calque			20					18	4	27	69	10.75
Shifted direct translation								13	5	27	45	7.01
Specification			1					66	1	8	76	11.84
Generalisation		1						133		5	139	21.65
Substitution	1	3	52				3	73		38	170	26.48
Compensation								11		1	12	1.87
Omission	5	12	4				1	61		4	87	13.55
Total	6	16	77	0	0	0	4	376	10	153	642	100.00

Table 1. the frequency and percentage of translation strategies of sexually taboo words

Referring to the first research question, the collected data was analyzed to indicate translation strategies of sexually taboo words in the *Fifty Shades* trilogy. As presented in Table 1, from the total number of 642 sexually taboo words, the results showed that the frequency of translation strategies used in sexually taboo words; as followed, loan

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(6.85%), calque (10.75%), shifted direct translation (7.01%), specification (11.84%), generalisation (21.65%), substitution (26.48%), compensation (1.87%), and omission (13.55%). As can be seen, the most frequent strategy that Thai translators used was substitution (26.48%) and the least used strategy was compensation (1.87%).

According to Diaz Cintas and Aline (2007) and Pedersen (2011), substitution strategy refers to the process of removing the idea of source language and replacing with something else in target language. Thai translators mostly used this strategy because they could not find the word which shares an equal meanings. In written language, the translators must be careful of their word choice because coming up with the strong taboo word may possibly cause the readers irritated instead of satisfying. In contrast, compensation strategy was barely used in translation of sexually taboo words. Diaz Cintas and Aline (2007) stated that compensation strategy happens when the translators face with the translational loss in one language and they make up for it by adding something in another language which has different meaning. The reason why Thai translators barely used this strategy is because source language and target language share the same sexual concept. Sex is universal. However, there is some part the translators needed to apply this strategy; for example, when the source language refers to definite pronoun and it does not make sense if they translate the exact meaning. Therefore, they needed to remove the definite pronoun in source language and replace with the real idea that the reader of original text wanted to say.

Analysis and discussion of translation strategies of sexually taboo words

This section determines the second research question. Some example from eight translation strategies of sexually taboo words (Diaz Cintas & Aline, 2007; Pedersen, 2011) are analyzed and discussed in this part respectively.

1. *Loan* refers to when word or phrase of SL is directly transferred into TL without translation. For example;

Source language	Target language	Back translation
"Car sex !" I exclaim.	" เซ็กส์ ในรถ!" ฉันอุทาน	"Car sex !" I exclaim.

Table 2. Example of loan strategy.

According to Table 2, a sexually taboo word *sex* in English language is translated into **เซ็กส์**/seks/ in Thai language. A translator adopted loan strategy because it decreases the actual meaning of a word *sex* in this context, which means 'intercourse'. Loan word can be used to avoid the harsh meaning and still remains the same message that a reader of the original text would like to send.

2. *Calque* is literal translation. It is used when two languages share the same concept of something. For example;

Source language	Target language	Back translation
" Come to bed with me?"	" ขึ้นเตียง กับผมนะ"	" Get on a bed with me?"

Table 3. Example of calque strategy.

According to Table 3, an idiom *Come to bed* in SL does not express sexually taboo concept in primary sense; however, it implies to an action of sexual intercourse. In TL, a translator also used Thai idiom **ขึ้นเตียง** /kuanti:äwŋ/, which means *get on a bed* to transfer the message. The translator analyzed both of syntactic and semantic meaning of SL then

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rendered the exact meaning in TL. It is like English language speakers, Thai people perceive the concept of *ขี้ขี้ต๊อง* as a normal word but comes with sexual implication.

3. Shifted direct translation is used when the translator would like to dilute any harsh words from source language to target language. For example;

Source language	Target language	Back translation
You have a fantastic ass , Mrs.Grey.	คุณมีก้นที่งดงามมากเลย มีส ซิสเทอรัย	You have a fantastic butt , Mrs.Grey.

Table 4. Example of shifted direct translation strategy.

According to Table 4, *ass* in English is translated into *butt* or *ก้น* /kon/ in Thai. There two words share the same meaning as a specific part of body. *Butt* is derived from *buttock* which is an orthophemistic term, whereas, *ass* is dysphemistic. Thai translator chose to convey the dysphemism in SL to euphemism in TL in order to make it more polite. In fact, Thai language has an equivalent term of *ass* (*ตุ๊ด* /tu:d/); nevertheless, it is only used in spoken language.

4. Specification occurs information is added to the translation as a means of enhancing the meaning of the original text. For example;

Source language	Target language	Back translation
His fingers run through my pubic hair	นิ้วเขาสางลงบน <u>ผืนแพรก</u> <u>กลางลำตัว</u>	His fingers run through the grass field <u>on the center of my body</u>

Table 5. Example of specification strategy.

Table 5 illustrates the process of addition/ completion of translation. According to the SL, an author mentioned only *pubic hair*; however, a translator dealt with this translation with two strategies. She adopted substitution strategy to replace the term pubic hair with *ผืนแพรก* /pun præk/ (grass field) and added the position *on the center of my body* to specify the meaning and create an image of the readers' mind.

5. Generalisation is used when translator would like the target language to be more general than the source language. For example;

Source language	Target language	Back translation
I moan as his hand cups my breast .	ฉันร้องครางขณะที่เขาซ้อน <u>หน้าอกฉัน</u>	I moan as he cups my chest .

Table 6. Example of generalisation strategy.

According to table 5, *breast* in SL is translated to *หน้าอก* /na o:k/ or *chest* in TL. A translator generalized specific part of female body in original text to the whole general area. The choice of this translation strategy is used in order to soften the image of breast in the readers' mind. It is the process to make the rough word more neutral.

6. Substitution is usually used for transferring cultural references. The source language will be removed and replaced with something else in target language. It refers to either cultural substitution or situation substitution. For example;

Source language	Target language	Back translation
I feel his growing erection against my thigh.	ฉันรู้สึกได้ถึง ความเป็นชาย ของเขาที่ขยายขึ้นเสียดสีกับขาอ่อนฉัน	I feel his manhood growing against my thigh.

Table 7. Example of substitution strategy.

Referring to table 7, erection in the SL is replaced with *manhood* (*ความเป็นชาย* /kwam pen tʃai/) in TL. In the culture of SL concentrates to the action of erecting of penis; whereas, the culture of TL tends to use the metaphor of something that refers to a male. A translator substituted the strong image with metaphor to reduce the embarrassment of the direct mention.

7. Compensation happens when what it is deemed as translational loss in one exchange is made up for by adding something else in another exchange in a different concept. For example;

Source language	Target language	Back translation
And from out of nowhere he smacks me hard.	แล้วโดยไม่มีปีไม่มีขลุ่ยเขาก็ ตีกันฉันอย่างแรง	And from out of nowhere he smacks my butt hard.

Table 8. Example of compensation strategy.

According to the table 8, an author of the original language used a term *smacks* in the sentence. Without a context, the readers may interpret the message differently from what the author wanted to send. As this point, Thai translator chose to translate the regular sentence in the SL into sexual sentence in the TL by adding *กัน* /kon/ or *butt* after *smacks*. This example seems to be opposite with the above example; namely, the translator made the TL more sexual than the SL.

8. Omission is a process of deleting the source language instead of translated. For example;

Source language	Target language	Back translation
He moves his fingers around and around, in and out, hitting the front wall of my vagina .	-	-

Table 9. Example of omission strategy.

According to the table 9, a translator chose not to translate the whole sentence that the term *vagina* exists. The concept of genital organ is strong taboo in Thai language. It must be difficult to convey the message without mention something irritated to the readers in Thai language. Thus, omission is the best way to solve the problem of translating sexually taboo word in this example.

Limitations

This research aims to analyze the translation strategies of sexually taboo words based on what can be found in the *Fifty Shades* books. The study did not take part of translators' background which could be the factor of choice of translation.

Recommendation

In addition to the translation strategies of sexually taboo words from English to Thai, there are some area that could be explored further to understand about the choice of translating. The further study can focus on the translators' background such as gender or culture because it probably plays the important part of their translation.

Conclusion

The current study strived to explore how Thai translators deal with sexually taboo words in translation. The results show that genital organs were the most frequent sexually taboo words appear in the *Fifty Shades* trilogy. In addition, three translated books share something in common; barely translated text using compensation strategy. Also, the preferences of employing substitution strategy in book 2 and 3 were different from the frequent use of omission strategy in book 1.

As can be seen, Thai cultural perspective plays an important factor to determine translation strategies in translating of sexually taboo words. Namely, Thai translators tend to either mention it in metaphor or remove it to avoid saying it directly. That may be too explicit and go against the social norms.

For the further study, exploring in the field of Thai cultural factor determining choice of translation process are needed. It is hoped that this present study has indeed made a contribution to knowledge of translation strategies employed in sexually taboo words in Thai context

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