The inefficiency of English translation on Signs and Billboards

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Abstract

This research aims to study the inefficiency of English translation on signs and billboards found in Kasetsart University Chalermprakiat Sakon Nakhon province Campus. In this study, we analyze all possible factors that affect the inefficient translation and give suggestion for further analysis. The data was collected from English signs and billboards in Kasetsart University Chalermprakiat Sakon Nakhon Province Campus. The analysis focuses on structure, word choices and the appropriate translation from Thai to English. The results of this study show that the inefficiency of English translation on Billboards and signs affect the message meaning conveyed to the readers. The inefficient translation can cause a distorted meaning. The factors affect the inefficient translation are the use of incorrect words, incorrect English sentence structure and the inappropriate translation.

Keywords: Direction sign, Persuasion billboard, Advertising billboard, Epigram billboard