

A Study on Translation Strategies for Technology and Environmental Terms in Chinese–Thai News

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Abstract

This study is a qualitative research investigating translation strategies for technology and environmental terms from Chinese into Thai. The study analyzed 50 bilingual Chinese-Thai news articles (2020-2025) from CRI Thai and CATTI resources, comprising 68 technology terms and 89 environmental terms. Newmark's (1988) translation theory framework was employed for analysis. The results indicate that strategies differ according to term type. For technology terms, literal translation was the most frequently used strategy (47.06%), followed by multiple-method translation (27.94%), free translation (17.65%), and transliteration (7.35%). For environmental terms, literal translation dominated (79.78%), followed by multiple-method translation (14.60%), while free translation (2.25%) and transliteration (3.37%) were comparatively rare. These findings suggest that environmental terms often have structures that are more directly translatable than technology terms. Overall, the choice of translation strategies depends significantly on the nature of the content and the complexity level of terms in each field. This highlights that strategy selection is influenced by content

characteristics, term universality, and communicative context. The findings provide practical guidance for translators and media practitioners to enhance the quality of Chinese–Thai news translation and cross-language communication.

Keywords : Technology terms, Environmental terms, Chinese–Thai news, Translation strategies

Introduction

In the 21st century, technology and the environment have become key drivers of global development, particularly within the framework of sustainable development (United Nations, 2015). International cooperation has therefore focused on innovation, green technology, and efficient resource management. For China and Thailand, which share a long-standing close relationship, collaboration has continuously expanded under initiatives such as the Belt and Road project and the Eastern Economic Corridor (EEC) strategy. This has led to extensive knowledge exchange, information sharing, and the production of specialized documents, especially in the fields of technology and the environment (Sun, 2023).

In this context, news media play a crucial role in conveying information between the two countries. However, such news often contains a large number of specialized terms, and inaccurate translation can affect audience comprehension and the credibility of the information (Xu, 2025). This issue is particularly critical in the current era of 'Green Technology' and sustainable development. As new technical concepts such as carbon neutrality, circular economy, and smart energy systems emerge almost daily, there is a noticeable lack of standardized Chinese–Thai translations for these terms. This rapid terminology influx poses a significant challenge for

translators, who must maintain technical accuracy while ensuring that these complex concepts remain accessible to the public. A review of the literature indicates that translating specialized terms requires attention to both linguistic accuracy and cultural context. Zhao and Li (2025) emphasize that professional translation must maintain terminological precision while facilitating cross-cultural understanding, while Zeng et al. (2022) note that Chinese-Thai e-commerce translations often require content adaptation to achieve information equivalence. Furthermore, studies by Chaianakijpong and Kaewsuwan (2022), as well as Areepong and Numtong (2024), reveal that translating technical terms in digital or specialized media typically requires a combination of strategies such as literal translation, transliteration, and contextual adaptation. This aligns with Newmark's (1988) framework, which proposes multiple translation methods to accommodate differences in content and communicative purpose.

Despite the ongoing development of Chinese-Thai translation studies, most research has focused on entertainment media, business contexts, or certain specialized documents such as online games, diplomatic materials, or medical texts. Studies specifically examining translation strategies for technology and environmental terms in news, a medium with a prominent role in public communication, remain limited. This gap has resulted in a lack of standardized approaches for translating specialized terms in news contexts, affecting the effectiveness of cross-linguistic and cross-cultural communication. Therefore, this study aims to investigate translation strategies for technology and environmental terms from Chinese into Thai in news articles, with the goal of developing suitable translation guidelines and enhancing China-Thailand communication efficiency.

Research Objectives

To examine translation strategies for technology and environmental terms from Chinese into Thai in bilingual online news articles.

Research Questions

What are the patterns of Chinese –Thai translation strategies for technology and environmental terms in news according to the translation theory framework?

Research Scope

This study focuses on technology and environmental terms appearing in news, with an emphasis on specialized technical terms that play a key role in conveying the meaning of news content. The data for the study consist of 50 bilingual Chinese-Thai news articles published on the CRI (China Radio International) Thai website and from CATTI (China Accreditation Test for Translators and Interpreters), a reliable translation resource. The news articles were selected from the period 2020–2025 to reflect contemporary term usage in current contexts. The data collection process took approximately three months. For analysis, the researcher primarily employed Newmark's (1988) translation theory framework to classify and examine translation strategies. This study is limited to translations from Chinese into Thai and does not cover translation in other directions.

Research Methodology

This study employed a qualitative research methodology, focusing on translation strategies for technology and environmental terms from

Chinese into Thai in the context of news. The first step involved data collection. The researcher selected 50 bilingual Chinese–Thai news articles using purposive sampling based on thematic relevance. The selection criteria required that the articles must be news content related to technology and the environment, and must be available in both Thai and Chinese bilingual formats. These articles were sourced from reliable sources, including the CRI Thai website and CATI, a professional translation resource, published between 2020 and 2025. This selection aimed to ensure the data reflected contemporary language use and covered current topics in technology and environmental issues. Next, specialized terms appearing in the news were identified, focusing on technical terms or content-specific terminology. These terms were then categorized into two groups: technology terms and environmental terms. For analysis, the researcher primarily applied Newmark's (1988) translation theory framework to classify and explain the translation strategies. To ensure data reliability, experts in Chinese–Thai translation were consulted to verify the accuracy of the analysis. The findings were also compared with related studies to confirm consistency and enhance the credibility of the research results.

Literature Review And Research Framework

Newmark's (1988) translation theory is widely recognized as a key conceptual framework in the field of translation, emphasizing the relationship between linguistic form, meaning, and the purpose of a text. The classification of texts according to their communicative function was originally proposed by Reiss (2000), who divided texts into three types: expressive, informative, and operative. Newmark (1988) later applied this

concept to translation theory, using the terms expressive, informative, and vocative function to describe the characteristics and communicative purpose of texts in translation. News primarily falls into the informative category, although it often contains elements of the vocative function as well.

In addition, Newmark proposed eight translation methods that range from source-oriented to reader-oriented approaches, including literal translation, formal equivalence, faithful translation, and communicative translation. These methods serve as essential tools for analyzing translation strategies in different contexts. This aligns with the findings of Zhao and Li (2025), who emphasized that translation in specialized fields must preserve content accuracy while also considering reader comprehension and cultural differences. Translators need to select strategies appropriately to balance accuracy and clarity.

In the context of Chinese-Thai translation, previous studies have highlighted the diversity of translation strategies across different types of content. For example, Zeng et al. (2022) studied Chinese-Thai e-commerce translation and found that translations must adhere to the principle of “information equivalence,” using strategies such as addition or omission to suit the context. Research by Chaianakijpong and Kaewsuwan (2022) on online game translation indicated that media and audience factors influence strategy selection, including literal translation, free translation, and transliteration. Similarly, studies by Raksat et al. (2023) and Anprasert and Numtong (2016) on specialized document translation revealed that managing technical terminology is central to translation quality, requiring academic knowledge, interpretation skills, and systematic strategy selection. Furthermore, Areepong and Numtong (2024) demonstrated that translations

in specialized fields, such as medicine, often employ hybrid strategies based on Newmark's framework to ensure both accuracy and contextual appropriateness.

However, a review of the literature indicates that while Chinese-Thai translation studies cover diverse contexts, including literature, online games, e-commerce, official documents, and medical texts, research focusing specifically on technology and environmental terms in news remains limited. News presents a unique context due to its timeliness, formal style, and role in public communication. Therefore, this study adopts Newmark's (1988) theoretical framework as a foundation, synthesizing it with insights from related research to develop an analytical framework for Chinese-Thai translation strategies in news. The study focuses on classifying primary strategies, including literal translation, faithful translation, transliteration, and hybrid approaches, which can help explain how translation strategies are applied in news contexts and address gaps in knowledge within this field.

Research Results

This section presents the analysis of translation strategies for technology and environmental terms from Chinese into Thai in the context of news. The focus is on classifying translation patterns according to Newmark's (1988) framework to reflect translators' choices in specialized communicative translation.

Table 1

Summary of Translation Strategies for Technology and Environmental Terms

Translation Strategy	Technology Terms		Environmental Terms	
	Frequency	Percentage	Frequency	Percentage
Literal translation	32	47.06	71	79.78
Free translation	12	17.65	2	2.25
Transliteration	5	7.35	3	3.37
Multiple-method translation	19	27.94	13	14.60
Total	68	100	89	100

As shown in Table 1, translation strategies for technology and environmental terms tend to differ. For technology terms, literal translation was used most frequently (47.06%), followed by multiple-method translation (27.94%), free translation (17.65%), and transliteration (7.35%). For environmental terms, literal translation dominated (79.78%), followed by multiple-method translation (14.60%), while free translation (2.25%) and transliteration (3.37%) were relatively rare. This indicates that environmental terms generally have structures that are more directly translatable than technology terms. Overall, the results suggest that the choice of translation strategies significantly depends on the nature of the content and the complexity level of terms in each field.

1. Translation Strategies for Technology Terms

Based on the analysis of 50 Chinese–Thai technology news articles, the study found that there are four main translation strategies frequently

used for technology-related terminology. These include literal translation, semantic translation, transliteration, and combined translation strategies.

1.1 Literal Translation of Technology Terms

Literal translation is one of the key strategies for conveying technology-related terms from Chinese into Thai. The main characteristic of this strategy is to preserve the structure and word order of the source language as closely as possible while selecting Thai terms that correspond directly in meaning to the Chinese terms. According to Newmark (1988), literal translation involves maintaining the word order and syntactic structure of the source language as much as possible, within the grammatical rules of the target language.

The study of Chinese–Thai technology news shows that this strategy is commonly applied to specialized and standardized terminology, such as terms related to robotics, artificial intelligence, and network systems. Its key features can be summarized as follows: 1) Preserving the word order of the source language; 2) Selecting Thai words that correspond directly to the Chinese terms; 3) Maintaining sentence structures similar to the original text and 4) Avoiding unnecessary additions or omissions of information.

Example of Literal Translation for Technology Terms

深度学习	การเรียนรู้เชิงลึก	智能识别系统	ระบบการรับรู้เชิงอัจฉริยะ
智能机器人	หุ่นยนต์อัจฉริยะ	交警机器人	หุ่นยนต์ตำรวจจราจร
智能轮椅	รถเข็นอัจฉริยะ	智能假肢	ขาเทียมอัจฉริยะ

 Example of Literal Translation for Technology Terms

监测网络	เครือข่ายการตรวจสอบ	分析轨道 数据	วิเคราะห์ข้อมูลวงโคจร
碰撞风险	ความเสี่ยงจากการชนกัน	智能停车 场	ลานจอดรถยนต์อัจฉริยะ

Example 1: The term 深度学习 is literally translated as “การเรียนรู้เชิงลึก” (deep learning). Here, 深度 means “deep” and 学习 means “learning” The translator places the main word, “การเรียนรู้” (learning), first, followed by the modifier “เชิงลึก” (deep). This preserves the original meaning of the Chinese term while maintaining readability in Thai.

Example 2: The term 智能识别系统 is literally translated as “ระบบการรับรู้เชิงอัจฉริยะ” (intelligent recognition system). 智能 means “intelligent,” 识别 means “recognition,” and 系统 means “system.” The translator positions the main word “ระบบ” (system) at the beginning, followed by the modifier “การรับรู้เชิงอัจฉริยะ” (intelligent recognition), which aligns with the syntax and logic of the Thai language. This allows readers to clearly understand the meaning of the technical term while remaining faithful to the original Chinese.

1.2 Semantic Translation

Semantic translation emphasizes conveying the meaning and content of the source text rather than strictly preserving its original linguistic form. According to Newmark (1988), semantic translation is “a translation that focuses on fully conveying the meaning and content of the source text rather than maintaining the original linguistic form.” In Chinese-Thai

technology news, semantic translation helps make complex technical content more comprehensible for Thai readers. Translators may adjust sentence structures, add explanations, or reorder information to suit the target language.

Examples of Semantic Translation for Technology Terms

人工智能	ปัญญาประดิษฐ์	知识推理	การให้เหตุผลเชิงความรู้
指令控制	รองรับคำสั่ง	风电装机	กำลังการผลิตติดตั้งไฟฟ้าพลังงานลม
卫星星座	กลุ่มดาวเทียม	宽视场相机	กล้องมุมกว้าง
算力单元	หน่วยประมวลผล	可信数据空间	ฐานข้อมูลน่าเชื่อถือ
无人商店	ร้านค้าอัจฉริยะไร้คนขาย	数据共享信任机制	กลไกแบ่งปันข้อมูล

Example 1: The term 算力单元 (computing unit) could be literally translated as “processing power”, but the translator used “หน่วยประมวลผล” to focus on the functional meaning, making it easier for Thai readers to understand in context.

Example 2: The term 无人商店 (unmanned store) could be literally translated as “store without people”. However, the translator added “อัจฉริยะ” (smart/intelligent) to convey that the store operates automatically, rather than literally having no staff, allowing readers to correctly understand the concept.

1.3 Transliteration

Transliteration is a strategy that conveys the sound of a source language term into the target language without translating its meaning. According to Newmark (1988), transliteration is “the transfer of the phonological system of one language into another.” This strategy is commonly used for proper names, new technical terms, acronyms, or international terms.

Examples of Transliteration for Technology Terms

聊天机器人	Chatbot	传感器	เซนเซอร์
区块链	บล็อกเชน	物联网传感器	เซ็นเซอร์ IoT
健康码	เฮลท์โค้ด		

Example 1: The term 区块链 (blockchain) is transliterated as “บล็อกเชน” in Thai, borrowing directly from the English term. This is because there is no exact Thai equivalent, and the term is internationally standardized within the technology field.

Example 2: The term 聊天机器人 (chatbot) is transliterated as “Chatbot”, directly adopting the English term. This is appropriate for Thai technology reports, as experts and media share a common understanding of the term, ensuring clear and internationally consistent communication.

1.4 Combined Translation Strategies

Combined translation strategies involve integrating two or more translation methods to render a single term or text. For example, literal translation may be combined with transliteration, or semantic translation

may be combined with transliteration. This approach helps convey complex terms and concepts in a way that is both understandable and appropriate for the Thai context.

Examples of Combined Translation Strategies for Technology Terms			
大语言模型	โมเดลภาษาขนาดใหญ่	视觉识别	คอมพิวเตอร์วิทัศน์
人形机器人	หุ่นยนต์ฮิวแมนนอยด์	外骨骼机器人	หุ่นยนต์ exoskeleton
农业植保无人机	โดรนดูแลรักษาพืชพันธุ์ทางการเกษตร	脑机接口	อินเทอร์เฟซคอมพิวเตอร์สมอง
AI 手语翻译设备	อุปกรณ์แปลภาษามือ AI	智能电网技术	เทคโนโลยีโครงข่ายไฟฟ้าอัจฉริยะสามารถกริด
氢燃料电池汽车	รถยนต์เซลล์เชื้อเพลิงไฮโดรเจน	电解槽	เครื่องอิเล็กโทรไลเซอร์

Example 1: The term AI 手语翻译设备 is translated as “อุปกรณ์แปลภาษามือ AI”. The word “设备” is translated literally as “อุปกรณ์” (device), while the acronym AI is transliterated directly to preserve its international recognition and facilitate reader comprehension.

Example 2: The term 氢燃料电池汽车 is literally translated as “รถยนต์เซลล์เชื้อเพลิงไฮโดรเจน” (hydrogen fuel cell vehicle). The phrase “电池汽车” is rendered literally as “รถยนต์เซลล์เชื้อเพลิง” (fuel cell vehicle), while “氢” is transliterated as “ไฮโดรเจน” to maintain scientific accuracy.

2. Translation Strategies for Environmental Terms

Translating environmental terms from Chinese into Thai is essential for conveying environmental concepts clearly and accurately to readers. The main translation strategies used include literal translation, semantic translation, transliteration, and combined strategies.

2.1 Literal Translation

Literal translation for environmental terms is often applied to phrases or compound words with clear structures that can be directly interpreted from their individual components. This strategy helps preserve the syntactic structure of the source language while fully conveying the intended meaning.

Examples of Literal Translation for Environmental Terms			
气候变化	การเปลี่ยนแปลงสภาพภูมิอากาศ	极端天气	สภาพอากาศสุดขั้ว
温室气体	ก๊าซเรือนกระจก	气溶胶	ละอองลอย
全球沙尘暴预测	คาดการณ์พายุฝุ่นทั่วโลก	绿色建筑	อาคารสีเขียว
水位	ระดับน้ำ	洪水	น้ำท่วม
大气成分浓度	ระดับความเข้มข้นในองค์ประกอบชั้นบรรยากาศ	积水	น้ำขัง

Example 1: The term 气溶胶 (aerosol) consists of the words “ละออง” (particle) and “ลอย” (suspended), reflecting the physical state of

fine particles floating in the air. Translating both components into Thai helps readers visualize the concept accurately.

Example 2: The term 绿色建筑 (green building) combines “อาคาร” (building) and “สีเขียว” (green). In Thai, “สีเขียว” conveys not only color but also symbolic environmental meaning. This literal translation preserves both the lexical meaning and contextual significance, allowing readers to understand that it refers to buildings designed for sustainability and environmental friendliness.

2.2 Semantic Translation

Environmental terms often involve complex concepts embedded within cultural, policy, and social contexts. Semantic translation helps readers grasp the core meaning of a term without being constrained by the linguistic form of the Chinese source. This strategy emphasizes conveying the function and purpose of the term, allowing complex or specialized environmental terminology to be communicated clearly and understandably.

Examples of Semantic Translation for Environmental Terms

碳汇	การดูดซับคาร์บอน
大气本底站	สถานีตรวจวัดชั้นบรรยากาศ

Example 1: The term 碳汇 (carbon sequestration) is translated semantically rather than literally translating 汇 . The translation “การดูดซับคาร์บอน” (carbon absorption) explains the function of the concept, referring to the process by which organisms or ecosystems reduce

carbon in the atmosphere. This makes the meaning clear and accurate for Thai readers.

Example 2: The term 大气本底站 (atmospheric background station) is translated semantically by explaining its primary function. Since 本底 refers to a baseline or reference value, a literal translation would be unclear in Thai. The phrase “ตรวจวัด” (monitoring) is used to convey the station’s main role of measuring and tracking atmospheric components, helping Thai readers understand its purpose and function.

2.3 Transliteration

Transliteration in environmental terms is typically applied to proper names, scientific terms that do not yet have Thai equivalents, and international acronyms. Unlike technology terms, which are frequently transliterated, this strategy helps maintain standards and mutual understanding at the international level.

Examples of Transliteration for Environmental Terms

二氧化碳	คาร์บอนไดออกไซด์
双碳	Dual Carbon
臭氧	โอโซน

Example 1: The term 二氧化碳 (carbon dioxide) is transliterated from English rather than literally translated into Thai. This is a standardized scientific term used globally in environmental and academic contexts. Transliteration ensures that Thai readers understand the term consistently and preserves its original meaning.

Example 2: The term 双碳 (Dual Carbon) retains the English form without translating it into Thai. This is a specialized policy and environmental term used internationally. Transliteration allows Thai readers to grasp the concept accurately without confusion or distortion of meaning.

2.4 Combined Translation Strategies

Some environmental terms are complex, involving scientific, policy, and social contexts. Using combined translation strategies—such as literal translation, semantic translation, and transliteration—enables translators to convey the full meaning, ensuring both scientific accuracy and reader comprehension.

Examples of Combined Translation Strategies for Environmental Terms

碳排放	การปล่อยคาร์บอน	碳中和	ความเป็นกลางทางคาร์บอน
碳达峰	การปล่อยคาร์บอนสูงสุด	碳交易	การซื้อขายคาร์บอน
塑料垃圾	ขยะพลาสติก	光伏发电	ไฟฟ้าโซลาร์เซลล์
氢能	พลังงานไฮโดรเจน	绿色氢气	ไฮโดรเจนสีเขียว
葡萄园碳汇	การดูดซับคาร์บอนจากไร่องุ่น	合成气体	ก๊าซสังเคราะห์

Example 1: The term 碳排放 (carbon emission) uses a combination of literal translation and transliteration. 排放 is translated literally as “การปล่อย” (emission), while “คาร์บอน” is transliterated from English to maintain international standardization. This ensures that readers understand both the scientific concept and its environmental context clearly.

Example 2: The term 碳中和 (carbon neutrality) combines semantic translation with transliteration. 中和 is translated semantically as “ความเป็นกลาง” (neutrality) to convey the concept of balancing carbon in the ecosystem, while “คาร์บอน” is transliterated to preserve scientific accuracy and global standardization. This strategy allows for clear and comprehensible communication in policy and environmental contexts.

Discussion Of Results

This study aimed to examine translation strategies for technology and environmental terms in Chinese-Thai news. The results indicate that translators primarily employ four strategies: literal translation, semantic translation, transliteration, and combined strategies. There is a noticeable difference in the choice of strategies between the two domains.

Technology terms tend to rely heavily on literal translation and transliteration due to their international standardization and rapid development. This tendency is further reinforced by key digital-era factors—particularly information velocity and the role of English as a lingua franca—which encourage the use of English-based transliteration in technology news more frequently than in other domains. Preserving word forms and phonetic transcription plays a crucial role in maintaining accuracy and consistency with international usage. In contrast, environmental terms generally have clear semantic structures that can be directly rendered into Thai, making literal translation the preferred approach. For more complex terms, particularly those related to policy or specialized concepts, translators often use semantic translation or combined strategies to convey both academic meaning and social context comprehensively. This pattern aligns with

Newmark's (1988) concept that translation strategies should be selected flexibly according to the characteristics of the text and the purpose of communication. It also corresponds with findings from Zhao and Li (2025) and Zeng et al. (2022), who emphasized that specialized translation must balance accuracy and cross-cultural comprehensibility. Compared to previous research, such as the studies by Chaianakijpong and Kaewsuwan (2022) and Areepong and Numtong (2024), this study further highlights that the nature of the subject matter is a key factor influencing strategy selection. Specifically, technology terms are highly dynamic and often rely on international vocabulary, making transliteration more common. Environmental terms, being more semantically stable, are more suitable for literal translation. Thus, the choice of translation strategies in news depends not only on language but also on content characteristics, the degree of internationalization of terms, and the communicative context.

Based on these findings, practical guidelines for translators can be proposed. For technology terms, transliteration is appropriate for international terms or new words without established Thai equivalents. Terms with clear meanings that have Thai equivalents should be translated literally, while complex or highly technical terms may require additional explanation to ensure contextual understanding. For environmental terms, literal translation is generally preferred due to semantic clarity. However, international or scientific terms should be transliterated, and terms related to policy or social concepts may benefit from additional explanation to convey the core meaning effectively. These guidelines help translators select suitable strategies, enhance accuracy, and support effective cross-cultural communication between Chinese and Thai.

Recommendations

This study provides guidelines for selecting translation strategies for technology and environmental terms in Chinese–Thai news. Translators should consider the nature of the terms, the complexity of the content, and the communication context. For technology-related terms, emphasis should be placed on transliteration and literal translation, while for environmental terms, literal translation can be used as the main approach, supplemented by explanations or combined strategies when necessary. These recommendations can serve as practical guidance to improve the quality of news translation and support cross-cultural communication between China and Thailand effectively.

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