The Translation of Thai Standard Amplifiers into English

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This study aims to explore cross-language intensification in affirmative sentences by examining the translation of standard amplifiers, words that scale upward towards an assumed norm to emphasize a quality of any entities, from Thai into English. The data comprises 602 parallel concordance lines with 17 intensifying patterns, which were drawn from a corpus of eight works of fiction in Thai and their English translations translated by qualified translators. The analysis of the data found that in the English translation, English amplifiers (e.g. very, really) were found with the highest frequency, followed by intensified lexemes and comparative and superlatives respectively. The findings suggest that the tendency to transfer standard amplifiers was through lexical (TL amplifiers, intensified lexemes, emphasizing adjectives) and syntactic means (comparatives and superlatives, exclamatory constructions, and metaphors), and that the selection was made in accordance with the context. Compared with the Thai standard amplifier maak2 ‘much-many’, the linguistic devices used in the English translations tend to reveal a stronger force of intensity. The findings can provide pedagogical implications in translations. They, for instance, can raise students’ awareness of the various linguistic forms used in transferring intensity expressed in the source text and also provide norms in translating amplifiers from Thai to English, which might be useful for students in translation programs. In addition, students may realize that if a literary work loses the expressivity of feelings or emotion, it becomes uninteresting and lacks vivacity, thus losing appeal to the TL reader.

**Keywords:** standard amplifiers, maak2, intensification

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1 Introduction

Amplifiers are defined as adverbs that perform a semantic function to “scale upwards from an assumed norm” (Quirk, Greenbaum, Leech & Svartvik, 1985, p.590) such as so, completely, extremely, fully, perfectly, quite, thoroughly, totally, etc. They are linguistic devices that people use to express different degrees of their feelings and to catch the hearer’s attention in everyday life, and are widely used in a variety of situations, from formal speech to casual conversation. Consider the following example.

Nora: I say tis very mild the drink is very mild anyway.
Ellen: Oh very mild.
Nora: Yeah.

(Murphy, 2010, p. 111)

The underlined words are amplifiers and they are used to highlight the meaning of the utterances and feelings. They can help Ellen understand Nora’s feelings towards the drink; without these words, the taste or the degree of the drink may not be conveyed to the hearer (Ellen) who may be the drink seller. The amplifier very, when translated into Thai, can be conveyed through words such as มาก /maak2/, เหลือเกิน /lvva4 kqqn0/, จัง /cang0/ or even a vulgar word โคตร /koot2/ depending on the context e.g. time, participants (Poonlarp, 2009), thus suggesting that there is a range of possibilities in the translated version. In a similar vein, translating the Thai amplifiers into English is likely to involve a range of linguistic devices. The example shows how มาก /maak2/ ‘much-many’ has been translated into English.

ST: ชีวิต เขา อาภัพ มาก
chii0wit3 khaw4 aa0phap2 maak2
‘Life        his unfortunate very’

TT: “He’s had such an unfortunate life.”

(Asokesin, 2014, p. 13)

In the translated text, the noun phrase such an unfortunate life was used to transfer the amplifier มาก /maak2/ ‘much-many’ in the ST to intensify the feeling of the speaker toward the life of the person being mentioned. Instead of providing a more literal and standard translation using very or so, the

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1 The phonetic transcription of the Linguistic Research Unit of Chulalongkorn University (LRU) system (Schoknecht, 2000) was employed to ease the process of transcribing Thai phonetic transcription for computer input. The system deviates from IPA, i.e., ng=ŋ; c=ʦ/; ch=ʦʰ/; vowels, i.e. x=ɛ/; @=ɔ/, and double letters represent length of vowels. Number 0-4 are used to mark the 5 tones, i.e., 0=mid, 1=low, 2=falling, 3=high, 4=rising conforming to the traditional names of Thai tones.
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noun phrase such an unfortunate life has been opted for, producing a stronger degree than the ST. This indicates that in transferring intensification, various kinds of linguistic representations can be used to intensify the feeling or emotion.

While research has been carried out on the study of English amplifiers across languages such as English and Spanish (e.g. Baños, 2013), English and German (Meng, 2008), English and Thai (Poonlarp, 2009; Sirijanchuen, Poonlarp, & Rangponsumrit, 2011), studies on the translation of amplifiers from Thai to English seem to be lacking. Findings from previous research have shown how amplifiers, despite being a small element in language, help to add emotivity not only in daily life but also in literary works, as well as contribute to expressive linguistics. And while it has generally been taught in Thai-to-English translation classes that a Thai amplifier should be rendered into English through an English amplifier, such as very, so, really, etc., the authors felt that the choice of other linguistic devices were equally possible, yet these options have not been explored or mentioned in textbooks. To bridge this gap in the literature, this paper, therefore, looks at linguistic realizations used in translating amplifiers from Thai into English. Through the use of a corpus, the authors were able to work with authentic data and uncover patterns in translating amplifiers, and as a result, would be able to offer some guidelines to translation teachers/trainers as to how to deal with these linguistic elements.

2 Literature Review

2.1 Intensification

Scaling upward or downtoning degrees of feelings and emotions can be done through the process called intensification. Partington (1993) highlights its communicative value, noting that intensification is used as a vehicle for impressing, praising, persuading, insulting, and generally influencing the listener’s reception of the message.

The phenomenon of intensification is regarded as multifaceted aspects--having a variety of different features (e.g. cross-linguistic and contrastive perspectives) (Napoli & Ravetto, 2017). Linguistically, intensification involves a wide range of studies: from typical diachrony to social linguistics and stylistic studies. Indeed, the topic of intensification has always been of interest to many diachronical linguists such as Bolinger (1972), Ito & Tagliamonte (2003), Partington (1993), Peters (1994), Quirk et al. (1985), thus providing insights into the mechanisms of linguistic change (Wang, 2016). Other researchers (e.g. Biber et al, 2004; Bolinger,1972; Conrad & Biber, 2000; Greenbaum, 1969; Quirk et al, 1985; Paradis, 2003; Stenström, 1999; Stenström et al, 2002) have conducted...
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stylistics studies concerning the differences in the use of intensifiers across different registers. A case in point can be seen in Diani (2008)’s study which examined really as an emphasizer in spoken and written academic discourse. Studying intensification from collocational perspectives has also been conducted extensively, as in the works of Bäcklund (1973), Altenberg (1991), Kennedy (2003), etc.

Intensification has been found to be realized through four processes: phonological, morphological, lexical, and syntactic processes (Poonlarp, 2009). As regards phonological process, intensification can be realized through the stretching of the vowel sound, higher pitch, or increased stress to intensify and emphasize meaning. For example, in ‘The new dress is niːːce,’ the sound of the word nice is lengthened to show that the new dress is really nice. Another process which is one of the most common ways to intensify one’s speech is lexical, through lexical choices such as the use of adverbs of degree (e.g. very, so, really), emphasizing adjectives (e.g. terrible pain), intensified lexemes (e.g. using gorgeous instead of very lovely), metaphors (e.g. using was still a green meaning that someone who have had very little experience of life or a particular job. Syntactic processes involve the use of repetition and exclamatory constructions; for example, “How dark it is!” introduces a scale of darkness to an extreme degree. As Calpelstrati (2017) notes, “intensification is a broad phenomenon that offers many different ways to intensify a language unit.” (p.309).

Words that can be used to downtone or intensify the expressive or emotive meaning are called intensifiers. Quirk and Greenbaum (1976) proposed three categories of intensifiers: emphasizers, amplifiers, and downtoners. Amplifiers can be further divided into maximizers and boosters, while downtoners are subcategorized into compromizers, minimizers, and approximators. Their classification is shown below.

![Figure 1. Classification of intensifiers](image)

From the figure, amplifiers include maximizers which can denote the upper extreme of the scale, and boosters which denote a high degree and a high point on the scale. Boosters are an open class, which allows new
expressions to replace older ones that have become dull and uninteresting (Quirk et al., 1972). The term ‘amplifier’ itself has been called differently by scholars albeit similar in its core meaning, e.g. intensifiers (e.g. Allerton, 1987; Dahl, 2004; King, 2016; Poonlarp, 2009), boosters (Bolinger, 1972), upgrading intensifiers (Cacchiani, 2009), and upwards intensifiers (Pintarić & Zrinka, 2014). To avoid terminological confusion, the term ‘amplifier’ was adopted in this research.

There are several research that explore intensifiers from various perspectives such as cognitive linguistics (e.g. King, 2016; Mandler & Cánovas, 2014), syntax (e.g. Aijmer, 2016), corpus-based study and genre (e.g. Lee, 2014; Martínez, 2016; Wittouck, 2011), and translation (e.g. Baños, 2013; Mahmood, 2015; Meng, 2008; Pintarić, 2012; Pintarić & Zrinka, 2014; Poonlarp, 2009). Since this current study focuses on the translation of amplifiers, only research on translation are discussed. For example, Meng (2008) analysed the usage of the intensifier “quite” in two English novels Wuthering Heights and Pride and Prejudice, and examined the different translation strategies that are used to translate the intensifier “quite” in the Chinese translated versions of the two novels, and found that the degree and meaning of “quite” are decided by the boundedness of its modifying heads. The findings also suggest that it is impossible to produce exact translations of the amplifier “quite” because of its vague nature and the boundedness of its modifying heads in different situations. The complexity of the degree of “quite” requires translators to make decisions according to the specific situations. Baños (2013) who explored how intensifiers in the TV series Friends have been dubbed into Spanish, indicates that adverbial intensifiers were most frequently translated by means of degree adverbs in the target language, followed by omission and use of morphological resources as intensifiers (e.g. prefixes and suffixes). Most degree adverbs are standard and typical intensifiers found in written texts (e.g. muy/tan and mucho/tanto) rather than in colloquial conversation. The findings have shown that adverbial intensifiers (such as ‘very’, ‘so’, ‘really’, ‘totally’, ‘pretty’, etc.) are also common in fictional dialogue and were translated into the Spanish language by using degree adverbs e.g. adverbial intensifiers, and downtoners; lexical-semantic resources e.g. intensified lexemes, metaphors; and exclamative clauses, etc.

There are few works on the translation of intensifiers. The most relevant is by Poonlarp (2009) who explored intensifiers translated from English into Thai, focusing on so, very, and really. She found that three linguistic processes were used in translating the intensifiers: the lexical processes (e.g. intensifiers and metaphorical expressions), the morpho-syntactico-phonological processes (e.g. repetition and combinatory structures); and lastly the phonological processes in the final particles. Since there has been no study on the translation of Thai intensifiers into English to date, this article looks at the translation of Thai amplifiers into English focusing on มาก/maak2/ ‘much-many’.

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2.2 The amplifier maak2 ‘much-many’

According to the definition given by The Royal Institute Dictionary of Thai (1999), the semantic characteristic of มวล /maak2/ ‘much-many’ is an expression of quantity, whereas its part of speech is an adverb used to modify verbs, as in ทานหลับ /kii0 maak2/ ‘eat-a lot’ and nouns, such as มวลคน /khoon0 maak2/ ‘people-many’. Such usage can be said to have been extended to modification of quality e.g. สวยงาม /suua4 maak2/ ‘beautiful much’ although this usage has not been mentioned in the Royal Institute Dictionary of Thai (1999 from now on, RIDT). มวล /maak2/ ‘much-many’ can collocate with an adjectival verb and if it is used with a mass noun, it means ‘much’ (Diller, 1994). In fact, the word is viewed as the equivalent of the English intensifier very due to its grammaticalization and its ability to co-occur with almost every verb, adjective, adverb, and noun in Thai (Poonlarp, 2009).

The co-occurrence patterns can be exemplified as follows:

Table 1. The Co-occurrence Patterns of the Amplifiers มวล /maak2/ ‘much-many’

<table>
<thead>
<tr>
<th>Co-occurrence patterns</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>verb + มวล /maak2/ ‘much-many’</td>
<td>ST: ผมผิดหวังเขามาก phom4 phit3wang4 kho4 maak2 ‘I disappoint him very’ TT: I was so disappointed in him.</td>
</tr>
<tr>
<td>adjective + มวล /maak2/ ‘much-many’</td>
<td>ST: ท่านเป็นคนน่าจะชอบมาก taan2 pen0 khon0 tii2 na2nap1tvv4 maak2 ‘She is human who admirable very’ TT: I found her extremely admirable.</td>
</tr>
<tr>
<td>noun + มวล /maak2/ ‘much-many’</td>
<td>ST: จ่าเป็นมีเพื่อนมาก caa4 pen0 khoon0 mii0 phvvan2 maak2 ‘Ja is human have friends a lot’ TT: Ja had many friends.</td>
</tr>
</tbody>
</table>

From the table above, the underlined words in each structure are elements being intensified and the italicized words are Thai amplifiers used to intensify them. It can be seen that the Thai amplifiers มวล /maak2/ ‘much-many’ can be used with verb, adjective, and noun. The amplifier ‘very’ in English, on the other hand, occurs only with an adjective and adverb, but never with a noun. มวล /maak2/ ‘much-many’ can also co-occur with other intensifying expressions to signal a strong degree, such as จริงๆ /cing0 cing0/ สวย /suua4/ is regarded as a kind of verb called ‘adjectival verb’, which is a verb behaving like ‘adjectives’ (Prasithrathsint, 2000).
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The word /maak2/ ‘much-many’ can be referred to as a standard amplifier, as it has been used too often so that people may not be aware of its expressiveness. Poonlarp (2009) regards this kind of amplifier as “conventionalized, as it has attained an institutional status, but at the same time has lost emotional emphasis.” (p.103). Consequently, it becomes an ordinary scalar construction in Thai.

The Thai amplifier /maak2/ ‘much-many’ involves a metaphorical extension, having undergone a crossover in the semantic field, from modification of concrete description (quantity) to intensification of abstraction (quality) and from other semantic fields grounded in human experience, which perhaps explains its metaphorical nature (Poonlarp, 2009). However, it is usually treated as a “dead metaphor” because it has been used so often that people may not be aware of its metaphoricity and this may bring about the loss of emotive effect in an actual use. In other words, the amplifier /maak2/ has been used repeatedly and extensively, so it has lost emotive expression.

2.3 Translation

According to Nida and Taber (2003) “Translating consists in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style”. (p.12). From this definition, translation not only involves a change of forms such as the actual words, phrases, clauses, sentences, paragraphs, etc., be it spoken or written, but also the transfer of meaning of the source language into the receptor language. In other words, translation is the replacement of textual material in one language by equivalence or closest equivalent textual material in another language (Catford, 1965; Wilss, 1977, as cited in House, 2016; Nida & Taber, 1982; Newmark, 1988).

Hatim and Munday (2004) point out that translation can be seen from two different perspectives: 1) a ‘process’, which refers to the activity of turning a ST into a TT in another language, and 2) a ‘product’, i.e., the translated text.). Regarding this concept, this research is the product-based translation study.

Regarding the strategies of translation, two major polarities have long been discussed: word-for-word translation and sense-for-sense translation. The first is regarded as “literal translation” which is to render each word in the TL by following nearly the form of the SL. For literal translation, many translation scholars suggest similar translation strategies with different terms. Catford (1965:25), for instance, proposes rank-bound translation involving the selection of TL equivalents of the same rank (i.e. morpheme, word, group, clause, or sentence). This has to do with “using TL equivalents which are not appropriate to their location in the TL text, and which are not
justified by the interchangeably of SL and TL texts in one and the same situation.” (ibid). Rank-bound translation can perhaps be equated with word-for-word translation.

While literal translation may not be applicable in all cases, a freer strategy may be opted for. “Non-literal translation” or “free translation” deals with reproducing the general meaning of the SL in the TL. In the free translation strategy, the translated text can be translated freely without regarding the structures of the original text (Supol, 1998). Free translation may be called sense-for-sense as the former has been used pejoratively to refer to bad translation (Poonlarp, 2009). Therefore, most studies on translation seem to have inclined towards the translation based on transferring the meaning of the SL to that of the TL without distortion despite the mismatches in terms of forms between the two languages (Techacharoenrungrueang, 2017:44).

Prior to the act of translating, there are various factors that translators need to take into consideration. That is, they need to understand lexical and structural meanings as well as contextual factors e.g. the linguistic context. Then they translate with appropriate TL forms and closest meaning to the SL text. Techacharoenrungrueang (2017) nicely captures the complexity of the task: “Translation is, of course, said to be a complicated task due to the lack of isomorphism between meaning and form; that is, under a particular circumstance, there is no one-to-one relationship between meaning and form.” (p. 44). A case in point can be seen from the adverb badly presented below.

He needs the money badly.
He treats his servant badly.

Both badly modify verbs (needs and treats), but the first one functions as an intensifier and the second one is a manner of adjunct (Greenbaum, 2012). These two words are similar in form, but they exhibit different functions and meanings. Techacharoenrungrueang (2017) stresses that “the selection of a particular word needs to be done carefully as words having the same meaning may not be exactly the same. This is because each word can imply or suggest the additional or special meaning in accordance with the sociocultural context, i.e. language registers, naturalness, and appropriateness of language use.” (p. 44).

3 Research Method

To investigate the linguistic devices used in the translation of the Thai standard amplifier มะaka2/ ‘much-many’, this research analyzes concordances containing the term มะaka2/ ‘much-many’ and its variants.
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The method used in selecting the samplings, as well as collecting and analyzing the data is presented in the following.

3.1 Samplings

Eight Thai fictional writings were selected for this study: 1) Prachatipati Bon Sen Khanan (Democracy, Shaken and Stirred), 2) Luk Isaan (A Child of the Northeast), 3) Wela Nai Khud Kaew (Time in a Bottle), 4) Khwamsuk Khong Kati (The Happiness of Kati), 5) Poon Pid Thong: Gold-pasted Cement, 6) Phan Ma Ba (Mad Dogs & Co), 7) Laplae-Kaengkhoi (Brotherhood of Kaeng Khoi), and 8) Roi Wasan (A Walk through Spring).

The SL texts totaled 3,020 pages and the English translation 3,432 pages with approximately 950,000 words. The Thai works of fiction were purposively selected based on three criteria: 1) they are all expressive texts; 2) the translation is well-qualified since they were translated by professional and qualified translators; and 3) most of these fictional writings received the S.E.A. Write Award written by well-known authors.

3.2 Data collection

To collect the data, Thai sentences containing standard amplifiers were manually extracted from the books and put into the Microsoft Excel. Then, the source text was paired up with the target sentence to find the amplifiers that match the ST. Examples are provided below.

<table>
<thead>
<tr>
<th>SL Text</th>
<th>TL Text</th>
<th>Fic.</th>
<th>SL Amplifiers</th>
<th>Linguistic Realization</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;ขอ...ผ่านๆ&quot; (127)</td>
<td>&quot;Isn’t she Phet?&quot; &quot;Certainly, very smart,&quot; (207)</td>
<td>PPT</td>
<td>ผ่าน very</td>
<td>booster</td>
</tr>
<tr>
<td>สุนทรียศิลป์ (685)</td>
<td>She’s got only one son and I think he’s really terrible. He’s hurt his mother badly. (66)</td>
<td>PPT</td>
<td>อยู่ badly</td>
<td>hurt</td>
</tr>
<tr>
<td>คุณมีอะไรคำว่าบิ้ง (96)</td>
<td>&quot;Papa, those Vietnamese are so smart,&quot; (58)</td>
<td>CN</td>
<td>สดร.so</td>
<td>smart booster</td>
</tr>
<tr>
<td>สุขภาพ (68)</td>
<td>You were very good, (33)</td>
<td>CN</td>
<td>สดร.very</td>
<td>good booster</td>
</tr>
<tr>
<td>ใครจะมาเรียก... (66)</td>
<td>&quot;Sit down, That was very good.&quot;</td>
<td>CN</td>
<td>สดร.very</td>
<td>good booster</td>
</tr>
<tr>
<td>คุณมีอะไรคำว่าบิ้ง (96)</td>
<td>You must have been very clever to get them.&quot; (174)</td>
<td>CN</td>
<td>สดร.very</td>
<td>clever booster</td>
</tr>
</tbody>
</table>

Figure 2. The spreadsheet showing how the data are structured.

The figure above shows the SL text and the TL text with fictional work’s names (PPT stands for Poon Pid Thong and CN stands for Child of the Northeast), SL amplifiers, TL linguistic expressions, elements being intensified of both Thai and English, linguistic realizations, and intensification processes. These data were ordered respectively and were analyzed.

It should be noted here that only the affirmative sentences were selected. The reason for selecting only affirmative sentences as the object of study is primarily because these constructions carry emotive intensity on the
part of the speaker, while constructions such as comparative sentences, questions, and negation, may not convey intensity and the English translation may yield results other than amplification. To illustrate, comparative constructions (e.g. มากกว่า /maak2 kwai1/ ‘more than’) simply indicate the comparison of two elements rather than vouch for the speaker’s emotive intensity, and are usually translated with comparative marker ‘than’. In negative sentences, the degree of intensity is unclear and difficult to gauge, and the sentences may even have a downtoning effect rather than intensification, while questions are generally directed at the hearer rather than express the speakers’ strong feelings.

A total of 602 concordance lines with 17 amplifying patterns have been identified and extracted. The data saturated as they reached to the very limited variation.

<table>
<thead>
<tr>
<th>Table 2. List of Thai Standard Amplifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thai amplifiers</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>ماาก /maak2/ ‘much-many’</td>
</tr>
<tr>
<td>ماากๆ /maak2 maak2/ ‘much-much’</td>
</tr>
<tr>
<td>ماากเลย /maak2 lqqj0/ ‘much-beyond’</td>
</tr>
<tr>
<td>ماากกว่า /laaj4/ ‘much-many’</td>
</tr>
<tr>
<td>อย่างมาก /jaang1maak2/ ‘much’</td>
</tr>
<tr>
<td>อย่างมากกว่า /laaj4 laaj4/ ‘much-much’</td>
</tr>
<tr>
<td>เป็นอย่างมาก /pen0jaang1maak/ ‘much’</td>
</tr>
<tr>
<td>มากนัก /maak2 nak2/ ‘much-so much’</td>
</tr>
<tr>
<td>มากทีเดียว /maak2 thi0diiaw0/ ‘much-once’</td>
</tr>
<tr>
<td>มากที่สุด /maak2 lvva4 kqqn0/ ‘much-exceedingly’</td>
</tr>
<tr>
<td>มากจริงๆ /maak2 cing0cing0/ ‘much-true-true’</td>
</tr>
<tr>
<td>มากเชียว /maak2 chiiaw0/</td>
</tr>
<tr>
<td>มายกตัว /maak2 lqqj0/ ‘much-beyond’</td>
</tr>
<tr>
<td>อย่างมาก /jaang1 maak2 maak2/ ‘much-much’</td>
</tr>
<tr>
<td>เป็นอย่างมาก /pen0jaang1maak2/ ‘much’</td>
</tr>
<tr>
<td>มากมาก /jq3 maak2/ ‘much-a lot’</td>
</tr>
<tr>
<td>มากขนาดนี้ /maak2 kha0maat1nii3/ ‘much-this size’</td>
</tr>
<tr>
<td>มากมากนัก /maak2maaj0/ ‘much-much-so much’</td>
</tr>
<tr>
<td>มายกตัว /maak-thao1-maak2/ ‘much-equal-much’</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
3.3 Data analysis

The data were analyzed both quantitatively and qualitatively. Qualitative analysis was applied to the elements being intensified in both Thai and English as well as the intensifying expressions. Linguistic analysis was carried out on the data extracted in a bottom-up manner. Quantitative analysis was used to find the frequency of occurrence and percentage. That is, the frequency count was used to find the numbers of tokens, and percentage was used as a statistic device to find the average numbers and to rank them as ordinal data.

4 Results and Discussions

The findings reveal six types of linguistic expressions in English involving lexical and syntactic processes as shown in Table 3. The classification was made based on the different levels of language, that is, word level and clausal level. What occurs at word level (e.g. TL amplifiers, intensified lexemes, emphasizing adjectives) is classified as lexical processes, and those that involve elements larger than word are generally classified as syntactic processes.

Table 3. Linguistic Realizations of Thai Standard Amplifiers in the English Translations

<table>
<thead>
<tr>
<th>Processes</th>
<th>Linguistic realizations</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lexical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TL amplifiers</td>
<td></td>
<td>284</td>
<td>47.17</td>
</tr>
<tr>
<td>Intensified lexemes</td>
<td></td>
<td>73</td>
<td>12.12</td>
</tr>
<tr>
<td>Emphasizing adjectives</td>
<td></td>
<td>16</td>
<td>2.65</td>
</tr>
<tr>
<td>Syntactic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comparative and superlatives</td>
<td></td>
<td>39</td>
<td>6.47</td>
</tr>
<tr>
<td>Exclamations</td>
<td></td>
<td>9</td>
<td>1.49</td>
</tr>
<tr>
<td>Metaphors</td>
<td></td>
<td>8</td>
<td>1.32</td>
</tr>
<tr>
<td>N/A</td>
<td></td>
<td>173</td>
<td>25.55</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>602</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 3 reveals all linguistic realizations that the translators used in translating the 602 concordance lines containing standard amplifiers. The frequency and percentage of occurrences in the table shows that the most...
common linguistic realization (almost 50% of the total) is the TL (target language) amplifiers (e.g. very, so, really) followed by intensified lexemes (12.12%) comparative and superlatives (6.47%), and exclamations (1.49%) respectively. Nearly 26% of amplifiers were omitted in the translated text. It can be observed that the translators used a great deal of lexical intensification, which suggests that they may be effective devices in transferring the Thai amplifiers, which may suit to the contexts and structures in the TL as well as provide natural languages to the translated text. Intensifying elements were also found to be realized through syntactic processes including comparative and superlatives (6.47%), exclamatory constructions (1.49%) and metaphors (1.32%), but only to a small extent. They, however, can show significant and surprising aspects of intensification of Thai amplifiers in English. These intensifying devices were illustrated below with a selection of examples from the corpus.

4.1 Lexical processes
This class subsumes the use of the TL amplifiers, intensified lexemes, emphasizing adjectives.

4.1.1 TL amplifiers
The findings revealed that English amplifiers were used with the highest frequency (47.17 %) to transfer Thai amplifiers. These amplifiers can be classified into three main categories: boosters, maximizers, and downtoners as proposed by Quirk et al. (1972). Boosters which denote a high degree include the amplifiers very, so, really, a lot, very much, badly, greatly, etc. Among these amplifiers very is the most frequently found followed by so, really, very much, and a lot respectively. Maximizers which denote the upper extreme of the scale consist of quite, extremely, absolutely, tremendously, totally, and so on. The maximizer quite was found most followed by extremely and absolutely. For downtoners, which reduce the force of the utterance, the minimizer hardly was found but only to a small extent. Examples (1), (2), and (3) show the use of English amplifiers so, extremely, and tremendously used in rendering the standard amplifier maak2 ‘much-many’ in the ST respectively.

(1) **ST**: ญวน พวก นี้ เก่ง มาก นะ พ่อ
Yuan0 phuak2 nii3 kheng1 maak2 na?2 phaw2
‘Yuan these DEM3 smart very PAR father’

**TT**: “Papa, those Vietnamese are so smart,”

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3 The following abbreviations represent some grammatical aspects: ASP for ASPECT, RLTV for relative pronoun, DEM for Demonstrative, PAR for PARTICLE, RECIP for RECIPROCAL, COMP for COMPLEMENTIZER “that”, NEG for negation, and DA for derogatory appellative.
In the above examples, it is worth noting that the amplifiers used to convey the character’s feelings have a higher degree than the source text amplifiers. This phenomenon was also found in Poonlarp (2009)’s study. For example, the intensifier very was conveyed into Thai using expressions equivalent to the English maximizers ‘extremely’ (e.g. ที่สุด/thii2 su t1/ ‘at the edge’, สุดยอด/sut1 j@@t2/ ‘top’ or go beyond the boundary’ เหลือเกิน/lvva4 kqqn0/ ‘excessively’.

In examples (2) and (3), extremely is equal to ‘exceedingly’ and ‘super’, and tremendously means to a very great amount. According to Cambridge Online Dictionary, these two words obviously show much stronger intensity than the source text maak2 ‘much-many’. This shows that very has lost much of its emphatic force and tended to be replaced by other forms to retain the ST intensity. The three amplifiers (so, extremely, tremendously) are much more intense in meaning than the ST amplifier. The amplifier so, for instance, is more intense and “presumes that the listener or reader will be sympathetic to the speaker’s evaluation of the situation” while very simply express ‘high degree’ (Poonlarp, 2009, p.50).

4.1.2 Intensified lexemes

Intensified lexemes refer to words containing an element of evaluation superimposed on the main meaning (Ullmann, 1956, as cited in Poonlarp 2009, p. 44). This lexical mechanism is called differently e.g. enrichment (Eggins & Slade, 1997), lexical metaphorizations or connotation-loaded lexemes, e.g. the intensity of the word jabber is stronger than the word talk, as in “What are you jabbering/talking about?” (Volek, 1987, as cited in Hübler, 1998), intensified lexemes (Baños, 2013). In other words, this kind of linguistic realization refers to the use of extreme adjectives or strong verbs (e.g. furious, love) for the Thai amplifiers with the word being intensified (e.g. โกรธมาก/khroot1 maak2/ ‘angry-very’, ชอบมาก/ch@@p2/ ‘like-very’).
From the examples (4), (5), and (6), it can be observed that the translators used intensified lexemes to increase the force of feeling to the extreme level without the help of amplifiers. This phenomenon is also found in Baños (2013). In the sentence ‘The taste is good.” instead of intensifying the adjective ‘good’ using common intensifiers, the translator conveyed this utterance by using an adjective that is already intensified—delicioso (delicious) instead of just bueno (good). According to Baños, “this strategy is common in colloquial conversation both in Spanish and in English and the use of intensified lexemes seems an appropriate strategy to reduce the text and achieve isochrony without losing the emphasis of the original.” (p. 538). In a similar vein, Leech and Svartvik (1994) also state that in familiar speech some adjectives and adverbs e.g. ‘good’ or ‘nice’ have little meaning so other adjectives such as ‘terrific’ or ‘fantastic’ are employed. This intensification process also demonstrates a stronger emphatic force than the source text. For example, instead of intensifying the feeling ‘โมโห’ /moho4/ ‘upset’ in (4) by using an adverbial amplifier e.g. very, so, really, etc., the translators opted for the strong adjective furious instead of very angry. The adjective furious is superimposed since it means extremely angry (Collins COBUILD Online Dictionary), which is considered exceeding the degree of the standard amplifier maak2 ‘much-many’. Similarly, the word cruel also signifies the extreme degree. According to Cambridge Online Dictionary, cruel carries the meaning of “extremely unkind and unpleasant and causing pain to people or animals intentionally”. Therefore, instead of using ‘very mean’ cruel was selected due to its strong degree.

4.1.3 Emphasizing adjectives
In addition to adverbs of degree that are used to modify the intensity of feelings, emphasizing adjectives are also found to be used. They are used to emphasize nouns and they occur in the attributive position. In the examples below, the adjectives real, great, and whole-hearted substitute the Thai standard amplifiers /maak2/ ‘much-many’ and /laaj4 laaj4/ respectively.
In examples (7), (8), and (9), the adjective real was used to intensify the foolishness of the speaker, while great was used to increase the emphasis of respect, and whole-hearted was used to intensify the feeling of gratitude towards the villagers who offered food and tools for finding fish in the river. The possible explanation for this phenomenon is that the structures of the target text do not allow the use of amplifiers because the words being intensified are nouns, so adding adverbs to increase intensity may not be possible. In (8), the word โง่ /ngo2/ ‘fool’ is a verb in Thai, but became a noun when it was rendered to English. In this regard, to put emphasis on respect, an adjective may be more appropriate. As a result, this linguistic device was used in intensification and it forms a noun phrase in the target text, which is different from the source text’s structures where the words being intensified by amplifiers are verbs, not nouns.

4.2 Syntactic process

The syntactic process concerns the use of syntactic structures including comparatives and superlatives, exclamative clauses and metaphors.

4.2.1 Comparatives and superlatives

In addition to degree adverbs and lexical-semantic resources, comparatives and superlatives are also found. Comparison is used to express the notion that a person, thing or situation has more or less of a quality. That is, it can mark a gradable adjective for comparative or superlative degree. Since the meaning of comparative and superlative involves a degree, comparison can be used for intensification (Wouden & Foolen, 2017). In this study, 6.47% of the translation involves comparatives and superlatives. Although this is
not a large number, it shows significant linguistic features in transferring intensifiers from the ST. In fact, it is normal in everyday communication, especially in conversation, to use graded adjectives without mentioning the other entity in the comparison as can be seen below.

(10) ST: เขาก็เป็นสุตินรีแพทย์ที่หล่ออารมณ์ดี
Khao4 pen0 su4ti0narii0phxxt2 thi2i2 l@@1 aarom0 dii0
‘He is obstetrician RLTV handsome mood good
มีอัธยาศัยซึ่งทำให้คนไข้อบอุ่น
mii0 aathayasaj4 svng2 than0haj2 khon0khaj2 op1uun1
‘have courtesy RLTV make patient warm
อย่างมาก
jang1maak2
‘very’
TT: He was a handsome obstetrician who was funny and friendly. His personality helped his patient feel more secure.

(11) ST: บิดาและมารดาเลี้ยงของเขาดูแก่และทรุดโทรมลงไปมาก
Bida0 lx2 maan0da0 liiang3 kh@@ngkhao4
‘Father and mother feed POSS
ดูแก่และทรุดโทรมลงไปมาก
duu0 kx1 lx2 sut2som0 long0 paj0 maak2
‘seem old and decline down very’
TT: His father and stepmother looked older than the last time they had met.

(12) ST: ทิดฮาดร้องขึ้นว่าดีหลาย
Thid Haat3 r@@ng3 khvvn2 wa2 dii0 laaj4
‘Tid-hod say up RLTV good very’
TT: Tid-hod said that it was the best gift he could think of.

Examples (10) and (11) show the use of comparative (more, older) and superlative (the best) in rendering the intensifier /maak2/ and /laj4/. These structures show or are related to the commitment of the speaker about the degree of security, age, and quality respectively. The first two examples used comparatives with the periphrastic forms /more/ and the inflected form -er than to convey the standard amplifier /maak2/ and more formal standard amplifier /jang1maak2/; while, superlatives (the best) in the example (12) was used with /laj4/. The use of this linguistic device may be due to the constraint of the target text’s words. For example, to translate the example clause as ‘to make his patients feel very warm’ will produce a different meaning in the target text, thus the translator used the comparative more to indicate that the patients feel more secure when they met a kind doctor, rather than an unfriendly doctor. It is worth mentioning that the translator translated not at the lexical level but the phrasal level. Comparative constructions, therefore, not only observe similarity or dissimilarity but also contain intensifying constructions which convey
stronger degree of feelings (König, 2017; Wouden & Foolen, 2017).

4.2.2 Exclamatory constructions

The exclamatory construction is another linguistic feature found in transferring the Thai amplifier มาก ‘much-many’. According to Downing and Locke (2006), exclamative clauses are sometimes considered an emotive element superimposed on the declarative rather than as a distinct mood. This type of amplification involves the interrogative words what and how and shares the scalar basis of adjectival degree modification (Siemund, 2017). This category was rarely found in the data (1.49%) but it can show strong emotive intensity as can be seen from examples (13)-(15).

(13) ST: “อุ๊ยตาย สะดวก มาก จริง ๆ”
   ‘Oh convenient very really’
   TT: “How convenient!”

(14) ST: เช้า วันนี้ แม่ ของ คุณ สวย มาก
   ‘morning today mother POSS Koon beautiful very’
   TT: “How beautiful his mother looked this morning.”

(15) ST: อากาศ สดชื่น มาก
   ‘air fresh very’
   TT: “And what a day.”

The use of exclamative clauses is probably motivated by the speech act or the type of utterance. In (13), the speaker interjected, which may motivate the translator to use an exclamative construction beginning with How i.e “how convenient!”. In (14) and (15), on the other hand, the source texts are affirmative statements, which are not involved in the exclamative sense. Instead of translating with the same form as the source text (e.g. Koon’s mother was very beautiful this morning.), however, the translators conveyed them to the English language in the form of exclamatory constructions as in (13) “How beautiful his mother looked this morning.”. This kind of form are examples of what Elliot (1974) called ‘absolute’ exclamations, which “express particularly strong emotional response” (ibid: 241). The use of interjections may indicate the intensification of positive expressiveness, as Quirk et al. note that how and what in exclamations are almost equivalent to the amplifier so.

According to Quirk and Greenbaum (1973)’s view on adjectives and interrogative ‘how’, “the word is used as a pro-form for degree intensifiers of the adjective or adverb in questions and exclamations” (p. 256), for example, How efficient is he? How beautiful she is!, but not for the adjectives that scale measurement e.g. tall, old, etc. That is, the exclamatory
constructions restrictively co-occurred with particular semantic classes of adjectives that refer to a quality signifying value on a scale, in this case, convenient and beautiful. In informal or familiar forms of English, emphatic content or intensification can be realized through exclamation (Biber et al., 1999; Leech & Svartvik, 1994; Quaglio, 2009, as cited in Baños, 2013). Therefore, in addition to the common amplifiers (e.g. very), exclamation is a linguistic choice in the intensification process.

4.2.3 Metaphors
Metaphors are personal imaginative insight which transcends the existing semantic limits of the language that enlarges the hearers’ or readers’ emotion in intellectual awareness (Dagut, 1976). Using metaphor for intensification can also make the TL readers see a concrete picture for an abstract concept in the SL text. In other words, metaphor expressions allow conceptual mappings from concrete to abstract domains (Paradis, 2008). In everyday spoken language, metaphorical forms somehow have become a normal way of expressing a certain meaning and they are commonplace in the language of fiction. Examples are given below.

(16) ST: คูน นึก ดาย และ กลัว มาก
khuun0 nuk1 aaj0 lx3 kluua0 maak2
‘Koon think shy and fear very’
TT: Koon felt a knot in his stomach.”
(17) ST: คูน ดีใจ มาก
khuun0 dii0caj0 maak2
‘Koon happy very’
TT: He couldn’t believe his ears,
(18) ST: สมมุติ ว่า ใส่ ห้อง นั้น
som4muut2 waa2 aj2 h@@ng2 nan3
‘suppose RLTV DA room DEM’
ไม่ใส่ ที่ซิป คล้อง สายยุก
maj2 saj1 kun0cx0 khl@@ng3 saj4 juu0
‘NEG wear key hook hasp’
ก็เข้า ได้ สบาย มาก
kh@@2 khaw2 daj2 sa0baj0 maak2
so enter get easy very’
TT: If the room isn’t secured, it’s a piece of cake.

In (16) and (17), the intensification conveyed by metaphors are associated with the body: stomach and ears. They are regarded as metonymic-based metaphors (quoted from Kövecses, 2018), i.e. to understand the degree of intensity in terms of physical experiences and physiological reactions (e.g. couldn’t believe his ears, felt a knot in his stomach). It is also worth noticing that, from the examples above, the
metaphors felt a knot in his stomach (shy and afraid very much), couldn't believe his ears (happy very much), a piece of cake (very easy) were used to transfer not only the standard amplifier /maak2/ ‘much-many’ but also the entire verb phrase. That is, the unit of translation has been extended to phrasal level. Metaphors can reflect thoughts among people from different cultures through language use (Techacharoenrungrueang & Luksaneeyanawin, 2014). When used in the translation, metaphors allow the readers to grasp the feelings of the characters, and thereby understand the characters better. In contrast, if the translators simply conveyed the intensity by using amplifiers e.g. very or so, the emphatic force may be rendered but the feelings of the readers may not vivid and the content in this context may be dry.

5 Discussion

From the findings in terms of lexical process, TL amplifiers are the most preferred choice among the translators followed by intensified lexemes and emphasizing adjectives respectively, while linguistic realizations derived from the syntactic process are comparatives and superlatives, exclamatory constructions, and metaphors respectively. This result is compatible with previous studies which found that ‘really’, ‘very’ and ‘so’ are the most common adverbial intensifiers in English (Biber et al., 1999; Ito & Tagliamonte, 2003). The findings in this study reveal similar intensification processes with previous studies that Thai amplifiers tend to be transferred to the English language through lexical process e.g. amplifiers. Baños (2013)’s findings also show that adverbial intensifiers are most frequently translated by means of degree adverbs in the target language and most of them are standard and typical intensifiers. It can be explained that since the data in the source texts are standard amplifiers, the translated texts mostly employ standard or common amplifiers as well. It is worth noting, however, that other linguistic forms of intensity e.g. intensified lexemes, exclamatory constructions, metaphors, demonstrate a stronger force of intensity than the Thai standard amplifier maak2 ‘much-many’, which in the translator’s view may have lost emotional emphasis.

The degree of Thai amplifiers in the target text is also worth mentioning. That is, the intensity of some translated amplifiers was enhanced (e.g. extremely). However, according to Poonlarp (2009)’ s viewpoints on degree of intensification, “the transfer of intensification is considered acceptable as long as the translation suggests the linguistic devices used function to scale upward a quality.” (p.273). However, there are some translated amplifiers that have weaker intensity than the ST e.g. hardly, which Poonlarp (2009) says would not be considered appropriate as the effect is contrary to that of the ST.
6 Conclusion

The present study investigated the linguistic realizations of the translation of standard amplifiers in Thai through a corpus of eight fictional works in Thai, most of which were translated by highly-qualified translators. The findings revealed that there are various linguistic representations. Apart from common amplifiers (e.g. very, really, and so) Thai amplifiers were translated into English through various linguistic realizations such as through metaphors, intensified lexemes, and comparatives and superlatives, and it is interesting to note that in some cases the target text features words with a higher degree than the source text (e.g. using extremely for maak2 ‘very’). The study also supports the idea of previous studies (Poonlarp, 2009) that maak2 ‘much-many’ is primarily quantity that has long been extended to modification of quality. It can be concluded that standard amplifiers in Thai can be realized to English through a number of linguistic expressions, and they are employed based on the target structures and translator’s decision due to the aspect of fictional genre that allow creativity to be used. Therefore, this study is limited in its scope to a specific genre of fictional works, so other genres e.g., movies subtitles, animation, academic texts, and document genres should be studied in the future to see how they are used, how they are different or similar from the fictional works, and why they are used.

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