

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

In 1989, *The 7 habits of Highly Effective People* by Stephen R. Covey was originally published and was named the #1 Most Influential Business Book of the Twentieth Century and one of the top ten most influential management books. Furthermore, more than 15 million copies in thirty-eight languages were sold throughout the world.

Due to the achievement of the 7 habits series of the international bestselling author, Stephen R. Covey released a long – awaited new management book, *The 8th Habit: From Effectiveness to Greatness* in 2004. Covey says, “The 8th habit is in itself not new -in fact, it’s a timeless part of human beings but one that has gone unrealized. It’s the voice of the human spirit, hope, intelligence, resilience, and the limitless human potential to effect positive change. We each have our own voice –our unique personal significance, and it is revealed when we face our greatest challenges”. For the twentieth-first century new era, *The 8th Habit: From Effectiveness to Greatness* in 2004 has inspired us to locate our powerful individual voices for change and growth of individuals and organizations.

The 8th Habit: From Effectiveness to Greatness is informative writing; however it persuasively catches the reader’s attraction. Consequently, the analysis of the translated version of *The 8th Habit*, literal translation employed, aims to study the Thai language version and whether it provides the reader equivalent effect.

1.2 STATEMENT OF THE PROBLEM

1.2.1 Is the Translation Accurate?

The analysis of the original text, ‘*The 8th Habit: From Effectiveness to Greatness*’, and the translated version, ‘อุปนิสัยที่ 8 จากประสิทธิผลสู่ความยิ่งใหญ่’, is compared to see whether the translation is accurate and whether it conveys completely the meaning of the source language into the target language.

1.2.2 Does the Translator Provide the Equivalent Effect?

In addition to the meaning, the translator should be concerned about cultural and grammatical differences between the source and target language to provide the equal meaning, atmosphere, and naturalness. This research aims to find out the equivalent effect in target language style, tone and message which the target reader should acquire the same as the source language reader.

1.3 OBJECTIVES OF THE STUDY

This study consists of four main objectives as follows:

1.3.1 To study the principles of translation criticism written by Newmark in his book, 'A Textbook of Translation'.

1.3.2 To analyze the translation of *The 8th Habit: From Effectiveness to Greatness* by Stephen R. Covey according to Newmark's theory.

1.3.3 To study the accuracy and the equivalent effect of the translation.

1.3.4 To identify the translation techniques and suggest solutions to solve the problems that arise in the translated version.

1.4 SCOPE OF THE STUDY

This study focuses on study of the principles of translation criticism of Newmark and the analysis of the English-Thai translation of *The 8th Habit: From Effectiveness to Greatness* with the whole content of the book. Some of the examples of the translated version that have problems are analyzed and presented in chapter four.

1.5 DEFINITIONS OF TERMS

1.5.1 "Equivalent effect" refers to idiomatic translation conveying the target language reader the meaning by using the natural grammatical and lexical forms of the target language.

1.5.2 "Receptor language" is the word Nida employs to call the target language, referring to the language into which the original text is translated, or called target language.

1.5.3 "Source language (SL)" is the language from which something is being translated, which is in this research is *The 8th Habit: From Effectiveness to Greatness*, English.

1.5.4 “Target language (TL)” is the language into which something is being translated, which in this research is อุปนิสัยที่ 8 จากประสิทธิผลสู่ความยิ่งใหญ่, Thai

1.6 SIGNIFICANCE OF THE STUDY

This study intends to study the theory of translation criticism by Newmark and to analyze translation techniques and problems in the target language and to study the style of Thai language employed. *The 8th Habit: From Effectiveness to Greatness* is informative writing; however it persuasively catches the reader’s attention. The study will display the significance of its translated version and whether it could provide the target language reader the similar meaning, style and tone. In addition, this analysis would benefit people who are interested in translation since it provides accurate translation techniques and solutions to the problem.

1.7 ORGANIZATION OF THE STUDY

This research is divided into five chapters. Chapter one consists of introduction of overall picture of the study. The statement of the problem identifies the question this research needs to find out. The objectives of the study are given to inform the reader of the purposes of this study. In addition, the scope of the study lays out some limitations of the study. Definitions of terms explain a list of word or phrases in this research. Finally, significance of the study states the benefit of this study. Chapter two presents the review of literature which is composed of translation theories and techniques. Chapter three describes the methodology employed—subjects, materials, procedures and data analysis of this study. Chapter four reports the results of the study, and chapter five provides the summary, discussions, conclusions and recommendations for further study.