

CHAPTER THREE

METHODOLOGY

This part describes the methodology of the translation analysis of *The 8th Habit: From Effectiveness to Greatness*, consisting of subjects, materials, procedures, and data analysis.

3.1 SUBJECTS

The subjects of this study are:

3.1.1 “A Textbook of Translation” by Peter Newmark, Hertfordshire: Prentice Hall International (UK), 1988

3.1.2 “The 8th Habit: From Effectiveness to Greatness,” by Stephen R. Covey, London: Simon & Schuster UK, 2004, English original book

3.1.3 “อุปนิสัยที่ 8 จากประสิทธิผลสู่ความยิ่งใหญ่” by Pakasit Khamreungroj (ปกาศิต คำเรื่องโรจน์), Bangkok: อมรินทร์พริ้นติ้งแอนด์พับลิชชิ่ง, 2005, Thai translated version,

3.2 MATERIALS

In addition to the English original and the translated books, “*The 8th Habit: From Effectiveness to Greatness*” and “อุปนิสัยที่ 8 จากประสิทธิผลสู่ความยิ่งใหญ่,” some other books, both in Thai and English, about the translation theories and concepts, have been applied to this study.

3.3 PROCEDURES

This study is conducted through library research regarding translation theories and concepts. The researcher collected data from the books “*The 8th Habit: From Effectiveness to Greatness*” and “อุปนิสัยที่ 8 จากประสิทธิผลสู่ความยิ่งใหญ่” by comparing sentence by sentence according to the review of literature applied.

3.4 DATA ANALYSIS

The analyzed data is presented in five main categories according to the principles of translation criticism written by Newmark: text analysis, the translator's purpose, comparing the translation with the original, the evaluation of the translation, and the translation's future. The results of the analyzed data are exemplified and presented with explanation in chapter four.

