

การศึกษากลวิธีการปรับบทแปลหนังสือเรื่องเดอะซีเคร็ต

An Analytical Study of Translation Editing Technique of Rhonda Byrne's "The Secret"

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บทคัดย่อ

การศึกษากลวิธีการปรับบทแปลหนังสือเรื่อง เดอะซีเคร็ต แปลโดยจระนันท์ พิตรปรีชา จากต้นฉบับภาษาอังกฤษ เรื่องเดอะซีเคร็ตที่เขียนโดยรอนดา เบิร์น นี้ มีวัตถุประสงค์เพื่อศึกษาประเภทของการปรับบทแปลที่ผู้แปลใช้งานเขียนเชิงพัฒนาตนเอง ในการศึกษาวิจัยได้คัดเลือกบทสัมภาษณ์ของผู้มีชื่อเสียงที่มีประสบการณ์ตรงกับกณแห่งการดึงดูด จำนวน 20 บท และได้วิเคราะห์โดยใช้หลักเกณฑ์ในการปรับบทแปลของสัญญาวิ สายบัว และนำเสนอในรูปแบบของการพรรณนา ผลการศึกษาพบว่า จากทั้งหมด 20 ตัวอย่าง พบการใช้หลักเกณฑ์ในการปรับบทแปล 59 แห่ง และแบ่งเป็น 8 ประเภทของเทคนิคการปรับบทแปล ทั้งนี้การปรับบทแปลระดับคำผู้แปลใช้การเติมคำอธิบายมากที่สุด รองลงมาคือ การตัดคำหรือสำนวนทิ้ง การใช้คำที่อ้างอิงถึงความหมายที่กว้างขึ้นแทนคำที่อ้างอิงถึงเฉพาะกว่า การเติมตัวเชื่อมระหว่างกลุ่มความคิดต่างๆ น้อยที่สุด ส่วนการปรับบทแปลระดับโครงสร้าง การปรับระเบียบวิธีเรียงคำในประโยคหรือวลีมากที่สุด รองลงมาคือ การปรับการใช้กรรมตุจากและกรรมวาจก และแบบปรับระดับเสียงใช้น้อยที่สุด ตามลำดับ นอกจากนี้ผู้แปลยังได้ใช้การแปลทั้งแบบตรงตัวและแบบเอาความเพื่อให้ได้ความหมายที่ใกล้เคียงกับต้นฉบับ ซึ่งช่วยทำให้งานแปลสละสลวยตามโครงสร้างของภาษาไทย

คำสำคัญ: เดอะ ซีเคร็ต การพัฒนาตนเอง การปรับบทแปล

Abstract

This research is the study on the techniques of translation used by Chiranan Pitpreecha in translating the book "The Secret" written by Rhonda Byrne into Thai. The objective is to study the type of editing translation used by translator in the self-improvement book. The researcher listed out 20 interesting examples of the prominent people's quotations containing their direct experiences in terms of the "Law of Attraction", then analyzed based on the principle

of translation editing formulated by Sanchawi Saibua, and presented in the form of descriptive analysis. The study found that in the selected 20 quotations, there were 59 cases of applying the translation editing technique, and 8 types of translation editing technique were used. These principles were divided into two levels: the word level and structural level. The word levels included of 1) adding explanation 2) using phrases or sentences instead of words 3) using words that refer to general meaning instead of words that refer to specific meaning 4) adding conjunctions between the groups of idea 5) omitting words or idioms. The structural levels included 1) editing tone and transliteration 2) modifying the structure of words 3) modifying the structure of sentences 4) arranging two or more sentences structures into a paragraph. The results of this research showed that the technique of adding explanation was used most, followed by omitting words or idioms. The tone editing and transliteration were used least. The translator also used both literal and free translation techniques in order to get the closest meaning with the source language and provide natural or familiar with the expressions among readers of the target language.

Keywords: *The Secret, Self-Improvement, Translation Editing*

1. Introduction

The researcher selected to study the book “The Secret”, by Rhonda Byrne, because of its famous and widely distribution worldwide. It was the 2006 bestseller self-improvement book, published 21 million copies in 44 languages apart from produced in CD and TV broadcasting across the world. “The Secret” now provides in three platforms: publication, e-book and audio book and can access through its official website at <http://www.theseecret.tv/index.html>. The Thai version of “The Secret”, translated by Chiranan Pitpreecha, was also the bestselling book of Thai authorized publisher, Amarin Printing Publishing House.)

All translated version of this book presented in the same format, graphic, and design. The idea was to convey the same message to readers that is the “Law of

Attraction”. The “Law of Attraction” is a metaphysical belief or theory that by focusing on positive or negative thoughts, one can brings about positive or negative results.

The researcher selected 20 prominent persons who have experienced and witness the incidents in their lives and elaborated about the secret of Law of Attraction as the sampling of this study. With these real life examples together with the guideline principle of the translation editing of Sanchawi Saibua, the researcher wish this research will add value to the study of translation area, especially about the self-improvement translation.

2. Objectives

The objective was to study the translation editing of “The Secret” Thai version, translated by Chiranan Pitpreecha, from the original “The Secret” written by Rhonda Byrne. The expected benefits from this study were to learn the technique of the translation editing of the feature book and to learn the translation process of a non-fiction work in the area of self-improvement.

3. Method

This chapter is divided into two parts: subject and procedure.

3.1 Subject

The subject of this research is the book “The Secret”, Thai version, translated by Chiranan Pitpreecha, from the original “The Secret” written by Rhonda Byrne. The researcher chose the quotation of prominent informants who have direct experience from their understanding the context from the book “The Secret”. The selected 20 examples were chosen base on the simple random sampling method.

There were scope and conditions in this study as follow:

3.1.1 In this research, the researcher intended to study only the quotations of the selected informants.

3.1.2 The narrative part of the book had been skipped for the reason of narrow down the study.

3.1.3. This research had done only in part of the quotation of selected informants and under the frame

work of the guideline principle of the translation editing of Sanchawi Saibua.

Therefore, with these scope and conditions, there are still rooms for further study in the future.

3.2 Procedure

The translation of “The Secret” was analyzed based on Sanchawi Saibua’s principles of translation editing (2550:63-78). The analysis of this study was presented in the form of descriptive analysis with reasons and explanation.

The study of translation editing of “The Secret” uses the Simple Random Sampling as the method to narrow down the examples from the total in the book. The examples of the quotation of the informants were totally 27 examples which represented the whole population of the data. The researcher performed the following in order to select 20 examples in representing the whole data.

1. The total number of quotations and informants in the book were counted. There were 27 informants and 191 quotations.

2. The biggest number of quotations given by one informant was 25, while the smallest number was one.

3. All selected quotations were represented by a ticket, 20 of which were drawn by the researcher.

4. Result

In the selected 20 examples, it was found that there were 59 cases of applying the translation editing

technique, and 8 types from 13 types of translation editing technique of Sanchawi Saibua's were used.

The technique of adding explanation were used most (33.90%), followed by omitting words or idioms (16.95%). The tone editing and transliterate were used least (1.69%).

For the translation editing technique on the sentences level, the technique of changing the order to convey the idea were found most (13.56%), followed by transforming sentence to phrase and vice versa (6.78%). The technique of changing from active to passive voice was used least (8.47%).

The translator also used both literal and free translation techniques in order to get the closest meaning with the source language and provide natural or familiar with the expression among readers of target language.

Table 1: Translation editing techniques used in this translation

There are 59 cases found in using the translation editing in this study.

Translation editing technique used in the translation	Case used	Percentage
Adding explanation	20	33.90%
Omitting words or idioms	10	16.95%
Using phrases or sentences instead of words	8	13.56%
Changing the order of words	8	13.56%
Changing active to passive voice	5	8.47%

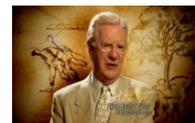
Transforming sentence to phrase and vice versa	4	6.78%
Adding conjunction between the of group of idea	3	5.08%
Tone editing and transliterating	1	1.69%
Modifying the structure of words	0	0%
Using words that refer to general meaning instead of words that refer to specific meaning	0	0%
Using negative sentence	0	0%
Adding or omit words in sentence	0	0%
Arranging two or more sentences into a paragraph	0	0%
Total number of cases	59	100%

Below is one example of adding explanation and adding words to bridge the group of idea.

Example 1

Bob Proctor (Page 3-4)

Original text:



You're probably been sitting there wondering, "What is The Secret?" I'll tell you how I've come to understand it. We all work with one infinite power. We all guide ourselves by exactly the same laws. The natural laws of the universe are so precise that we don't even have any difficulty building spaceships, we can send people to the moon, and we can time the landing with the precision of a fraction of a second.

Wherever you are – India, Australia, New Zealand, Stockholm, London, Toronto, Montreal, or New York – we're all working with one power. One Law. It's attraction! The Secret is the law of attraction!

Everything that's coming into your life you are attracting into your life. And it's attracted to you by virtue of the

*images you're holding in your mind. It's what you're thinking.
Whatever is going on in your mind you are attracting to you.*

บ๊อบ พรอคเตอร์ (หน้า 3-4)

Translation:

คุณอาจกำลังนั่งง่วนว่า “แล้วความลับที่วุ่นนี่คืออะไรล่ะ” แต่ผมขอเล่าให้ฟังก่อนดีกว่าผมไปเข้าถึงความลับนี้ได้ยังไง เรากลับมาชีวิตอยู่ด้วยพลังอำนาจอันไร้ขอบเขตชนิดหนึ่งเราล้วนขึ้นนำตัวเองด้วยกฎข้อเดียวกัน นั่นคือกฎธรรมชาติแห่งสากลจักรวาลที่ชัดเจนแน่นอนเสียจนเราไม่ประสบปัญหายุ่งยากใดๆ ในการสร้างยานอวกาศ ส่งคนไปดวงจันทร์ ทั้งยังกำหนดเวลาที่ยานอวกาศร่อนลงจอดได้โดยไม่ผิดพลาดแม้แต่เสี้ยววินาที

ไม่ว่าคุณจะไปอยู่แห่งไหนในโลก--อินเดีย ออสเตรเลีย นิวซีแลนด์ สวิตเซอร์แลนด์ ลอนดอน โทรอนโต มอนทรีออล หรือนิวออร์ค ทุกคนล้วนดำรงอยู่ด้วยพลังอำนาจหนึ่งเดียว กฎข้อเดียวกัน นั่นคือ กฎแห่งการดึงดูด! ความลับก็คือกฎแห่งการดึงดูดนี่เอง!

ทุกอย่างที่เข้ามาในชีวิตคุณนั้น คุณเองเป็นผู้ดึงดูดเข้ามา ที่คุณดึงดูดสิ่งใดๆ เข้ามาก็เพราะคุณมีมโนภาพเกี่ยวกับสิ่งนั้นอยู่ในใจ สิ่งที่คุณคิดสำคัญที่สุด อะไรก็ตามที่คุณกำลังคิด คุณที่กำลังจะดึงดูดสิ่งนั้นให้เข้ามาหาตัวเองในที่สุด

Analysis: There are points to discuss in this example as follows:

Original text: “We all work with one infinite power. We all guide ourselves by exactly the same laws. The natural laws of the universe...”

Translation: “เราทุกคนล้วนมีชีวิตอยู่ด้วยพลังอำนาจอันไร้ขอบเขตชนิดหนึ่ง เราล้วนขึ้นนำตัวเองด้วยกฎข้อเดียวกัน นั่นคือกฎธรรมชาติแห่งสากลจักรวาล...”

This is the explanation added to the word and belongs to the word level technique. The translator added a word “อำนาจ” to “พลัง” when translated the word “power” instead of using “พลัง” alone. This was to give the strong meaning of the word “power” for Thai readers.

The translator also added a word or phrase at the end of the sentence in order to stress the idea that stated prior to the sentence. The words “นี่เอง!”, “เท่านั้น” and “ในที่สุด” were represented according to the principle.

Original text: “We all work with one infinite power. We all guide ourselves by exactly the same laws. The natural laws of the universe are so precise that we don't even have any difficulty building spaceships, we can send people to the moon, and we can time the landing with the precision of a fraction of a second.

Translation: “เราทุกคนล้วนมีชีวิตอยู่ด้วยพลังอำนาจอันไร้ขอบเขตชนิดหนึ่ง เราล้วนขึ้นนำตัวเองด้วยกฎข้อเดียวกัน นั่นคือกฎธรรมชาติแห่งสากลจักรวาลที่ชัดเจนแน่นอนเสียจนเราไม่ประสบปัญหายุ่งยากใดๆ ในการสร้างยานอวกาศส่งคนไปดวงจันทร์ทั้งยังกำหนดเวลาที่ยานอวกาศร่อนลงจอดได้โดยไม่ผิดพลาดแม้แต่เสี้ยววินาที”

This is the technique of adding words to bridge the group of idea. In this case the phrase “นั่นคือ” performed that function which helps to enhance the better understanding for Thai readers. It is acceptable in the Thai language that a sentence can begin with other words apart from the subject. In this case, if the translator did not put the phrase “นั่นคือ” at the beginning of the second sentence, the flow of idea from the first sentence may be interrupted and can cause misunderstanding in meaning that the original text intends to convey to the readers.

5. Discussion

In translation, it is very difficult to find the exact word between the two languages, in this translation—English to Thai. The different cultural background will influence the understanding of the same thing. Therefore, translators must use their skills by applying all techniques of finding and conveying the

ideas for translation to the target language with equivalence in meaning to the source language.

In this study, it is found that the translator tried to apply the appropriate techniques of the translation editing in order to transfer the meaning as smooth as it could be and at the same time the structure of the target language should be natural and familiar to the readers. In this study, the translator applied 8 in 13 listed techniques of translation editing in order to convey the meaning from the source language to the target language. In other words, the transferring of meaning is the top priority of the translation.

6. Conclusion

The researcher studied the translation editing of “The Secret” with the objective of analyzing the techniques used in the part of quotation of the selected informants. This is the quantitative study with qualitative data. The subjects of the study were 27 informants and 20 examples of quotations, assigned through the technique of Simple Random Sampling.

In the selected 20 examples, it was found that there are 59 cases of applying the translation editing technique. There are more than one case applied in one example, for instance, in example 1, the techniques of adding explanation and adding words to join the groups of idea were applied. Therefore, the proportions of percentage of the findings are shown in the table below.

In this study, the researcher found that the translator applied the Sanchawi Saibua’s principles as follow. The adding technique of explanation was used most, 20 times or 33.90%, omitting words or idioms was the second, found 8 times or 13.56%, and changing sentences to phrases or phrases to sentences and changing the order of words were both used 8 times or 13.56%. The least used, 1 time or 1.69%, was the editing of tone and transliterate. Meanwhile, the techniques not applied were using words that refer to general meaning instead of words that refer to specific meaning, modifying the structure of words, using negative sentences, adding or omitting words in sentence, and arranging the structures into a paragraph.

Generally, it was found in this study of translation editing of “The Secret” Thai version that the transfer of meaning from the source language to the target language was the main objective in translation work. The translator also chose techniques and added form that familiar to target readers to fulfill this objective.

The researcher believes this study will add some benefit for the study in translation especially the self-improvement area which is popular among Thai readers in recent years. The researcher also believes that there are still rooms for further study in this book, for example, the explanation or narrative part of the book.

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มหาวิทยาลัยรังสิต