Abstract
The study aims to investigate English translation of Thai food names and English translation patterns of Thai food description. Five websites of Thai restaurants in English speaking countries were selected. The total food menu items are 318. Thai food names are found in the forms of English transliteration, English translation, and both English transliteration and translation. According to the types of Thai food culture, food menus fall into two main categories: food names with noun words and food names with cooking terms. Food names with noun words are analyzed by noun head words while food names with cooking terms are analyzed by past participle head words. Food names in noun word category are salads, soup, curries, rice/noodles, and desserts. Food names in cooking method category are fried/ stir-fried/ sautéed, deep fried, grilled, steamed, braised, and simmered. Food description with noun head words are 122 while food description with past participle head words are 137. There are 59 food menu items with no head words in food description. Thai words and loan words are occasionally found in food description. Noun head words of 86.89% are described with both pre modifiers and post modifiers. On the contrary, 59.85% of past participle head words are described with only post modifiers indicating main ingredients of the dish. The use of both pre modifiers and post modifiers with past participle head words are of 39.42%. Main ingredients and additional ingredients are prominently used in food description with no head words.

Keywords: English translation; Food menus; Translation patterns
Introduction

Food description in a menu is a guide for customers, especially foreigners, to choose their dishes. Translation takes an important role in this case as Dabbaghian (2014) said that translation is 'a way of cross cultural communication' and 'One of the most important reasons for translating a menu is to increase the chance of clients' choosing the restaurant'. Improper translation may lead people to wrong direction and make them misunderstand the item. For Dabbaghian (2014), a key decision maker for customers is how comfortable a customer feels about ordering food. With this reason, he pointed out three parts of a solution to the problem: first, a photo of the dish; second, a translation of the name; and third, translation of the description. Translation of food name, therefore, should be proper and provide adequate information on main interests of the dish: ingredients and cooking method. Additional information such as taste or color can also be added to give clearer picture of the dish. With these concerns, the study aims to investigate the English translation of Thai food names and to identify the English translation patterns of Thai food description.

Translation and Cultural Translation

Language is considered as part of a culture. However, it may be more accurate to say that “culture is embedded in language. Language both facilitates and limits our knowledge of the world in which we live; and the specific view we have of our world is in part the result of the particular language or languages we use.” (Esau, ed., 1980: 231).

Foreign names suggest different languages and cultures. They also arouse expectation and differences. (Esau, ed., 1980) In order to understand different languages and also the cultures, translation is needed.

Translation for J.C. Catford (1974) is defined as "... the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)." (p.20). Translation is to find 'equivalents' in the TL(Target Language) to 'replace' the text in SL(Source Language). Here, some aspects of meaning are related while the form can be changed. According to Newmark (1981), translation is described as "a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language." A significant aspect of Newmark’s translation is that he emphasizes the author’s intention – what the author expects in the SL text remains in the TL.

Baker (1992) investigates translation problems arising from non-equivalence at word level. She identifies eight translation strategies used by professional translators of nonequivalence at word level: translation by a more general word, by a more neutral or less expressive word, by a cultural substitution, by a loan word or by a loan word plus an explanation, by a paraphrase using related words, by a paraphrase using unrelated words, by omission, and by illustration.

Khongbumpen (2007) gave some examples of translating a Thai food name 'Sangkaya' which is a kind of Thai dessert into English with two different methods concerning translation strategies.
Strategy 1:
By using a cultural substitution when the source culture is too complicated to understand, the dish should be translated into the target culture that is more familiar. Therefore, (Sangkaya) can be translated as custard.

Strategy 2:
By using a loan word with some explanation in the target language. In this case, (Sangkaya) can be translated as 'a kind of Thai dessert made from egg yolk, coconut milk and sugar.' The translator translated (Sangkaya) by using a loan word 'dessert' with other ingredients to give clearer meaning.

Zhu (2012) stated five principles employed by experts on translating Chinese menus into English. The principles are the wordings on the ingredients, reference on the cooking method, a feel of how the dish looks or tastes, and reference on the person who invented the dish or where it originated.

From these principles, certain strategies in cultural translation can be summarized as using a more general word, a cultural substitution, a loan word, or a loan word plus an explanation. The explanation added to translated version are ingredients, cooking method, taste, appearance, and the originated place of the dish.

Comparison of Grammatical Constructions between Thai and English Language

All names are noun words. Any additional information of a noun is called modifier. However, the positions of noun modifiers in Thai and English are different. In Thai language, a modifier is always placed after a noun: noun + modifier. On the other hand, a noun modifier in English is placed in front of a noun: modifier + noun.

Another significant difference is the use of past participle form of verb. Past participles can function as adjectives to modify nouns, and placed before nouns.

Nathong (2006) explained about these differences in terms of word or pre modifiers and phrase or post modifiers as illustrated in table 1.

Table 1: Noun head word and noun modifier patterns in Thai language and English language

<table>
<thead>
<tr>
<th>Thai : Head word + modifier</th>
<th>English : Modifier + Head word</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. No articles (a, an, the)</td>
<td>1. Article + Noun</td>
</tr>
<tr>
<td>2. Noun + adjective</td>
<td>2. Adjective + noun</td>
</tr>
<tr>
<td>5. No</td>
<td>5. Pres. Part. + noun</td>
</tr>
<tr>
<td></td>
<td>the boy</td>
</tr>
<tr>
<td></td>
<td>a black CAT</td>
</tr>
<tr>
<td></td>
<td>a banana TREE</td>
</tr>
<tr>
<td></td>
<td>farmer’s HOUSE</td>
</tr>
<tr>
<td></td>
<td>boiling WATER</td>
</tr>
<tr>
<td></td>
<td>a broken GLASS</td>
</tr>
</tbody>
</table>
English adjectives explain and give more information of a noun, and they can be added in order. English adjective order can be as follows: quantity, opinion, taste, texture or touch, size, speed, temperature, shape, color, origin or location, material, and purpose (http://www.enchantedlearning.com/grammar/partsofspeech/adjectives/retrieved on 14 November 2014).

While adjectives in English placed in front of a noun, adjectives in Thai language will be placed after a noun. Kohtbantau (2001, p.79) gave an example showing the different patterns of Thai and English adjective positions as below:

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>German books</td>
<td>black German books</td>
<td>big</td>
<td>black</td>
<td>German books</td>
</tr>
<tr>
<td>good</td>
<td>big</td>
<td>black</td>
<td>German books</td>
<td></td>
</tr>
<tr>
<td>several</td>
<td>good</td>
<td>big</td>
<td>black</td>
<td>German books</td>
</tr>
<tr>
<td>my</td>
<td>several</td>
<td>good</td>
<td>big</td>
<td>black</td>
</tr>
</tbody>
</table>

In term of phrase modifier, similar structures seem to exist in Thai and English. Phrase modifiers are placed after the modified words in both languages. However, if adjectives are added to modify any noun words in phrase modifiers, the positions of word modifiers again are different.

Table 2: Phrase modifiers patterns in Thai language and English language

<table>
<thead>
<tr>
<th>Phrases in Thai</th>
<th>Phrases in English</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Prepositional phrase</td>
<td>1. Prepositional phrase</td>
</tr>
<tr>
<td>PLAYs of Shakespeare</td>
<td>LIFE in the country</td>
</tr>
<tr>
<td>2. Infinitive phrase</td>
<td>2. Infinitive phrase</td>
</tr>
<tr>
<td>HOUSE to let</td>
<td>BOOK to read</td>
</tr>
<tr>
<td>3. No</td>
<td>3. Participial phrase</td>
</tr>
<tr>
<td>the MAN leading the dog</td>
<td>LIFE spent in the country</td>
</tr>
<tr>
<td>SHAKESPEARE, a well-known writer, …</td>
<td></td>
</tr>
</tbody>
</table>

Table 2 shows that participial phrase does not exist in Thai grammatical pattern. Participial phrase functions as an adjective phrase modified a noun in reduction form.

In conclusion, the two head words in Thai menus, noun head words and verb-past participle head words, arrange differently in Thai language and English language. The positions of pre modifiers and post modifiers of the two head words are significant to the proposed patterns in translating Thai menus into English in the study.
Related studies on English translation of ethnic food names

For English translation of Thai food names, Aruntat (1999) conducted a study to analyze translation errors in Thai menus in English at the semantic and cultural levels. The menus were drawn from thirty Thai restaurants in provinces designated as tourist attractions. The analysis revealed that the translation errors occurred because of cultural differences. Use of transliteration with explanation was found as one of translation techniques. The technique was confirmed by Wattanapirom (2001) as she explored and identified types of translation methods and translation procedures in translation of the culinary terms from Thai to English. She found that ingredients mentioned in the term have an impact on the translation method employed. She, therefore, concluded that ingredients and cooking methods need to be added or mentioned in description of the English version. Grammatical constructions are aimed at filling the gap in language differences. Equivalent terms in English can be used to replace the term in the original language. The procedure of translation should start with translating the term plus its transcription.

Similar findings appear in translating Chinese dish names into English. Mu (2010) conducted a case study to explore the English translation of Chinese dish names. The data were collected from a range of different Chinese restaurants: three-star restaurants, four-star restaurants, and five-star restaurants. The results express the importance of English translation of ingredients of the food; cooking method; the elements of color, aroma, and flavor. Interview data show the need of the food image to show what is in the dish and how the food is cooked. The proposed order of the raw materials of the food should start with the cooking method, then the meat, and the vegetable. Adequate information of the dish names should be provided in English translation.

Explanation added to translated version was also suggested by Pouget (1999) in a research on translations of restaurant menus from Catalan or Spanish into English. The results show cases in which the translators did not know how to render certain words or group of words and left them in Catalan or Spanish, mainly happened with culture-specific terms. The suggested solution is a translation with a loan word plus explanation, not just simply omit them.

Dabbaghian (2014) found that in translation the Iranian dish names, most of them belong to the self-description which are named with cooking methods, materials, flavorings, colors, aromas, tastes or names of places. He also suggested that if dishes or foods are not very familiar to newcomer eaters, relevant notes can be added to the translation version of food name.

Though the English translation of food names are from different ethnic cuisines: Thai, Chinese, Catalan or Spanish, and Iranian; results indicate certain similarities in translation techniques. Explanation or description should be added to the English translation of food names. The required explanation are ingredients, cooking methods, color, and taste.
Samples of the study

Sources of Thai food menus with English names and description to be studied are selected from five websites of Thai restaurants in English speaking countries: Australia, Canada, New Zealand, United Kingdom, and the United States. The five restaurants with the numbers of menu items are as follows: I Thai Restaurant (45), Australia; Young Thailand (82), Canada; Pimarn Thai Restaurant (53), New Zealand; Tien Thai Restaurant (62), United Kingdom; and Thai Thai Restaurant (76), the United States. The total food menu items are 318.

Data collection and analysis

Food menu items were classified into two main groups according to the types of Thai food culture based on the Thai Junior Encyclopedia Project by Royal Command of H.M. the King (http://kanchanapisek.or.th/kp6/New/sub/book/book.php?page=main &book=13 accessed on 24 June 2013), The food menus, therefore, fall into two main categories: food names with noun words (122) and food names with cooking terms (137). However, there are 59 menu items with no head words. Food names in noun word category are salads, soup, curries, rice/noodles, and desserts. Food names in cooking method category are fried/ stir-fried/ sautéed, deep fried, grilled, steamed, braised, and simmered. Food names with noun words are analyzed by noun head words (NHW) while food names with cooking terms are analyzed by past participle head words (V3HW).

Data were analyzed in percentage and described in term of English transliteration and English translation on food names and description. Patterns of pre modifiers and post modifiers of the two different head words are identified. Information added as pre modifiers and post modifiers are also indicated respectively in patterns.
Results on food names

From the selected Thai restaurants, only one restaurant provides English transliteration for all menu items. Other restaurants provide English transliteration in some popular food menu items for example TOM YUM KUNG and PAD THAI. Food names with English transliteration, therefore, are found in 135 items (42.45%). Brief food description is more often used to name the menu items at 57.55%.

Example 1: English transliteration as food names

GAENG KEOW WAHN
*Green curry with bamboo shoots, peas and capsicum*
(Pimarn Thai Restaurant, New Zealand)

PHAD KEE MAO
*Fried rice noodles with chillies, tomatoes, onions, and basil leaves*
(Tiien Thai Restaurant, UK)

Example 2: Brief food description as food names

STEAMED MUSSELS
*Steamed fresh mussels with lemon grass, basil leaves, shallots, kaffir lime leaves served with Thai spicy sauce*
(Thai Thai Restaurant, USA)

STIR FRIED VERMICELLI NOODLE
*Thai style vermicelli noodle stir fried with egg, bean sprouts and yellow curry powder*
(Young Thailand, Canada)

Fancy food names and translated version from Thai names are alternative methods found in naming food.

Example 3: Fancy food names

GOLDEN TRIANGLE, GULF OF SIAM, A LITTLE MERMAID
(Thai Thai Restaurant, USA)

Example 4: Translated versions from Thai names

CRYING TIGER (a spicy salad dish)
(I Thai Restaurant, Australia)

DRUNKEN NOODLES (a spicy stir fried noodle dish)
(Thai Thai Restaurant, USA)
Results on food description

Pre modifiers and post modifiers are found with both noun head words and past participle head words. Noun head words are mostly found with both pre modifiers and post modifiers at 86.89%. For past participle head words, both pre modifiers and post modifiers are found at 39.42% while only post modifiers are more often found at 59.85%. Table 1 shows percentages of pre modifiers and post modifiers of both noun head words and past participle head words.

Table 1: Percentages of modifiers of noun head words and past participle head words

<table>
<thead>
<tr>
<th></th>
<th>Pre modifiers (%)</th>
<th>Post modifiers (%)</th>
<th>Pre and post modifiers (%)</th>
<th>Other (%)</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noun head words</td>
<td>6.56</td>
<td>5.74</td>
<td>86.89</td>
<td>0.81 (only head word)</td>
<td>100</td>
</tr>
<tr>
<td>Past participle head words</td>
<td>0.73</td>
<td>59.85</td>
<td>39.42</td>
<td>-</td>
<td>100</td>
</tr>
</tbody>
</table>

Food description with noun head words

Pre modifiers and post modifiers are mostly found in food names with noun head words in the five restaurant menus. The modifiers will be explained separately as pre modifiers and post modifiers of noun head words.
Noun head words and pre modifiers

Pre modifiers to noun head words show characteristic, taste, texture, cooking method, shape, color, and ingredients of the dish. Pattern of pre modifiers of noun head words can be added and placed according to the order of English adjectives as shown in pattern 1.

Pattern 1:
*characteristic, taste, texture, cooking method, shape, color, and ingredients* + NHW

Examples:
*Traditional spicy and sour soup* ...
*(characteristic, taste + NHW)*

*Famous Thai green or red curry* ...
*(characteristic, color + NHW)*

*Spicy minced chicken salad* ...
*(taste, cooking method, ingredient + NHW)*

*Thick red curry* ...
*(texture, color + NHW)*

*Stir fried flat rice noodles* ...
*(cooking method, shape, ingredient + NHW)*

As pattern 1 is a proposed pattern for all food names in noun word category, patterns of food names in each noun word category will be shown separately.

Salad category

Taste, cooking method, and main ingredients are mostly found as pre modifiers with noun head words as shown in pattern 2.

Pattern 2:  
*taste, cooking method, main ingredient* + NHW

Examples:
*Grilled beef salad* ...
*(cooking method, main ingredient + NHW)*

*Spicy minced chicken salad* ...
*(taste, cooking method, main ingredient + NHW)*
Soup category

Pattern 3 shows pre modifiers for food names in soup category. Characteristic, taste, texture, and ingredient are often found as pre modifiers.

Pattern 3: \( \text{characteristic, taste, texture, ingredient} + \text{NHW} \)

Examples:
- *Traditional spicy soup ...*  
  \( \text{characteristic, taste} + \text{NHW} \)
- *Spicy coconut soup ...*  
  \( \text{taste, ingredient} + \text{NHW} \)

Curry category

Characteristic, color, and main ingredient are found as pre modifiers in curry category as shown in pattern 4.

Pattern 4: \( \text{characteristic, color, main ingredient} + \text{NHW} \)

Examples:
- *Thai yellow curry ...*  
  \( \text{characteristic, color} + \text{NHW} \)
- *Green chicken curry ...*  
  \( \text{color, main ingredient} + \text{NHW} \)

Rice / noodle category

Characteristic, taste, cooking method, shape, and ingredient are found as pre modifiers shown in pattern 5.

Pattern 5: \( \text{characteristic, taste, cooking method, shape, ingredient} + \text{NHW} \)

Examples:
- *Stir fried steamed flat rice noodles ...*  
  \( \text{cooking method, shape, ingredient} + \text{NHW} \)
- *Traditional stir fried rice noodles ...*  
  \( \text{characteristic, cooking method, ingredient} + \text{NHW} \)

Dessert category

The word ‘dessert’ which is a noun head word is not found in this category. Main ingredients of the dessert are mentioned instead. The popular dessert found in Thai restaurant overseas is *Mango Sticky Rice*. The dessert consists of two main ingredients: sticky rice and mango, and shown by the name. The dish, therefore, is translated as 'Mango Sticky Rice' as is sticky rice and is mango.
Noun head words and post modifiers

Post modifiers of noun head words always start with a preposition or a cooking method in past participle form and a preposition followed by information on additional ingredients, condiment, or sauce. However, additional information such as taste, color, cooking method can be added as well as the past participle phrase to indicate additional ingredient or sauce. The most used past participle phrase is ‘served with’.

Pattern 6:
NHW + (cooking method in past participle form) + prep + additional ingredients, condiment, sauce

Examples:
Papaya salad with ground peanuts, lime juice, palm sugar, fish sauce
(main ingredient + NHW + with + additional ingredients)

Clear soup with minced pork, baby squid, black fungus, and celery
(texture + NHW + with + ingredients)

Thai rice noodle with tiger prawn, chicken, tamarind, coconut milk wrapped with fried eggs
(characteristic + ingredient + NHW + with + additional ingredients + wrapped with + ingredient)

Steamed rice mixed with coconut milk served with peanut sauce
(cooking method + NHW + cooking method + with + additional ingredient + served with + sauce)

Food description with past participle head words

There are six cooking terms in past participle forms found from the selected menus: stir fried/ sautéed/ fried, deep fried/ crispy fried/ golden fried, grilled/ char grilled, steamed, braised, and simmered. Both pre modifier and post modifier of past participle head words are found at 39.42%, but the mostly found modifier of past participle head words is described with only post modifier at 59.85%.

Past participle head words and pre modifiers

Only 0.73% described with pre modifier to past participle head word is found. However, both pre modifier and post modifier of past participle head words are more found. The pre modifiers of past participle head words indicate characteristic, taste, texture, cooking method and ingredient. Past participle head word with pre modifier mostly found with the preposition. Pattern of pre modifier of past participle head word is shown as pattern 7.
Pattern 7:  \( \text{characteristic, taste, texture, main ingredient} + V3HW + \text{prep.} \)

Examples:

*Thai style grilled* ...
\((\text{characteristic} + V3HW \ldots)\)

*Spicy crispy Barramundi fillet golden fried* ...
\((\text{taste, texture, main ingredient} + V3HW \ldots)\)

*Marinated chicken breast in garlic and special Thai spices gently grilled* ...
\((\text{cooking method, main ingredient, additional ingredient} + V3HW \ldots)\)

*Tender pork sautéed in* ...
\((\text{texture, main ingredient} + V3HW + \text{prep} \ldots)\)

*Sea bass fillet simmered with* ...
\((\text{main ingredient} + V3HW + \text{with} \ldots)\)

*Skewered marinated chicken grilled with* ...
\((\text{cooking method, main ingredient} + V3HW + \text{with} \ldots)\)

**Past participle head words and post modifiers**

Past participle head words are mostly followed by post modifiers (59.85%) and are the first words of the descriptive phrases. The past participle verbs actually function as adjectives showing the cooking methods of the following nouns or main ingredients of the dishes. Past participle verbs, therefore, are placed before nouns and mostly at the beginning of the menu descriptions. The descriptive phrase, then, starts with past participle head word before a noun which is the main ingredient followed by a prepositional phrase. Moreover, past participle phrase is mostly added at the end to give more information on condiments, sauce, and container of the dish.
Pattern 8:
V3HW + taste, age, main ingredient + prep. + additional ingredients + served with + condiment, sauce, container

Examples:
Stir fried spicy tofu with black mushroom and Thai basil leaves
(V3HW + taste, main ingredient, prep., additional ingredients)

Steamed fresh mussels with lemon grass, basil leaves, shallots, kaffir lime leaves served with Thai spicy sauce
(V3HW + age, main ingredient, additional ingredients, served with sauce)

Fried pork with garlic, soya sauce, black peppers served with crispy noodle and house salad
(V3HW + main ingredient + additional ingredients + served with + condiments)

Steamed jumbo shrimp, squid, scallop, mussel, napa cabbage, lemon grass, kaffir lime leaves, scallion chili, basil leaves and lime juice served in a basket
(V3HW + main ingredients + additional ingredients + served in + container)

Past participle phrases added at the end of the description found in the selected menus are shown in table 2.

Table 2: List of the beginning of past participle phrases

<table>
<thead>
<tr>
<th>I Thai Restaurant</th>
<th>Tien Thai Restaurant</th>
<th>Pimarn Thai Restaurant</th>
<th>Thai Thai Restaurant</th>
<th>Young Thailand</th>
</tr>
</thead>
<tbody>
<tr>
<td>served with</td>
<td>served with</td>
<td>topped with</td>
<td>served with</td>
<td>served with</td>
</tr>
<tr>
<td>finished with</td>
<td>wrapped in /</td>
<td>marinated in</td>
<td>stuffed with</td>
<td>marinated in</td>
</tr>
<tr>
<td>made with</td>
<td>with</td>
<td></td>
<td>mixed with</td>
<td>filled with</td>
</tr>
<tr>
<td>topped with</td>
<td>flavoured with</td>
<td></td>
<td>marinated in</td>
<td>wrapped</td>
</tr>
<tr>
<td>tossed with</td>
<td>served on</td>
<td></td>
<td>wrapped in</td>
<td>in/with</td>
</tr>
</tbody>
</table>

The examples of past participle phrases from the five Thai restaurants are shown as follows:

Examples:
… served with sweet chilli sauce  (Tien Thai restaurant, UK)
… marinated in Thai sauce  (Pimarn Thai Restaurant, New Zealand)
… topped with scallop served with I Thai sauce  (I Thai Restaurant, Australia)
… sprinkled with roasted ground peanuts garnished with fresh bean sprouts and lime (Young Thailand, Canada)
… stuffed with cabbage  (Thai Thai Restaurant, USA)
Conclusion

Pre modifiers of noun head words give information on taste, texture, cooking method, color and main ingredients while post modifiers of noun head words give information of additional ingredients and sauces. Color is significantly added as pre modifier of noun head word in curry category while taste is mostly used to describe in salad category. On the contrary, past participle head words are described with only post modifiers indicating main ingredients of the dish. The mostly used pattern of past participle head word, therefore, is $V_3HW + $ main ingredient. Additional ingredients, sauces and condiments are also added as post modifiers to past participle head words. The use of both pre modifiers and post modifiers with past participle head words are of 39.42%.

Main ingredients and additional ingredients are prominently used in food description with no head words.

English translation of the dish names should provide the clear pictures and facilitate foreigners to understand Thai cuisine. Good and proper English translations of the dish names help to promote Thailand’s tourism industry. On the other hand, poor English translations of the dish names usually give bad impressions (Mu, 2010). Foreigners still do not have clear ideas of what the menus say even with the English translations. Therefore, English translation patterns of Thai dish names should have been set up. It is important for restaurant industry and for tourism in general since good quality of English translation may lead to higher standards of service and better socio-cultural exchanges (Pouget, 1999). When taking the joining of ASEAN Community in the end of 2015 and the development of inter-cultural communication into account, it is of great significant to research into the English translation of Thai menus to promote the interaction among people of different nations when cultural exchanges will be increasingly taking place. Thailand and Thai food has gradually played a more and more important role on the international stage.

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English


Thai


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