Thai Food Culture through Grammatical Patterns of English Translation

Piyada Low

Kasetsart University, Thailand

0588

The Asian Conference on Education 2013

Official Conference Proceedings 2013

Abstract

Thai food has been recognized and become popular across the world. To present Thai food culture to foreigners, English translation of Thai menu is needed. Poor English translation can lead to misunderstanding of Thai culture and the taste of Thai food. On the other hand, proper English translation helps to communicate cultural identity and present traditional Thai cuisine. The research, therefore, aims to investigate the English translation of Thai menus and to propose the grammatical patterns in English translation of Thai menus. 290 Thai menu items with English transliterations and description are obtained from four to five stars hotels employing expatriate executive chefs to operate the hotel restaurants. This is to ensure the comprehensibility of English translation of the Thai menus. According to types and serving styles of Thai food culture, the menu items are categorized into 10 groups: salads, soup, curries, fried, deep-fried, steamed, baked/ braised, grilled/barbeque/ roasted, rice/ noodles/chili dips, and desserts. After grouping, 148 menu items are selected to be analyzed for grammatical patterns of English translation in each category. The analytical form is created to organize and group the menu items. The significance of the study is to propose proper grammatical patterns in English translation of Thai menus to be used as a guideline in translating Thai menus into English language. Moreover, the patterns will be used and practiced in translating more Thai menus in class of "English for Food and Beverage Service" course.

Key words: Food Culture; Thai Menus; English Translation; Grammatical Patterns

1. INTRODUCTION

The Thai government has given importance of Thai cuisine and has the policies to promote Thailand to be the Kitchen of the World with the project "Thai Cuisine to the World". To enhance this project, English translation of the dish names, therefore, 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. An example of a Thai dish 'Pad Thai' is a good example. The dish name does not convey a clear picture of the dish. The word 'Pad' means 'fry' in English while the word 'Thai' does not give any clue. Literally translated, 'Pad Thai' means fried Thai which is incomprehensible for foreigners. The dish is actually a traditional Thai fried noodle dish. Therefore, English translation principles 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 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.

Information from Wikipedia website shows the appreciation of Thai cuisine by the increasing number of Thai restaurants from four in 1970s London to between two and three hundred in less than 25 years. It also mentions a survey held in 2003 by the Kellogg School of Management and Sasin Institute indicating Thai cuisine ranked 4th when people were asked to name an ethnic cuisine, after Italian, French and Chinese cuisine. Two restaurants specializing in Thai cuisine have received Michelin stars: "Nahm" in London in 2002 and "Kiin Kiin" in Copenhagen in 2009. Moreover, in the list of the "World's 50 most delicious foods" compiled by CNN in 2011 Som Tum stands at place 46, Nam Tok Moo at 19, Tom Yum Kung on 8, and Massaman curry stands on first place as most delicious food in the world (http://en.wikipedia.org/wiki/ Thai_cuisine accessed on 24 June 2013)

The study, therefore, aims to investigate the English translation of Thai Menus and to identify the grammatical patterns in translation of Thai Menus into English language.

2. CONCEPTUAL FRAMEWORK
2.1 Translation
Translation is a process to communicate from one language into another language. According to the Oxford Dictionaries on line, translation is "the process of translating words or text from one language into another"

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. Translation can also be defined as Rank-bound and Unbound Translation under rank criteria: sentence, clause, group, word, and morpheme. Rank-bound Translation is when SL unit is translated with the same rank of TL unit. SL word is translated with TL word or SL clause is translated with TL clause. Word-for-word Translation is another term for rank-bound translation at word rank as SL translation is translated into TL word. Unbound Translation consists of two types of translation: Free Translation and Literal Translation. For free translation, SL word may be replaced by equivalent TL groups of words, clause, or sentences - at a different rank. Literal translation lies between word-for-word and free translation. That is, literal translation may begin with a translation of SL word to TL word but changes can be made within TL restriction.

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." (p.7). There are two main groups of translation: SL emphasis and TL emphasis. Each group consists of four subtypes. SL emphasis consists of Word-for-Word, Literal, Faithful and Semantic Translation. While Adaptation, Free, Idiomatic and Communicative translation belong in TL emphasis. 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.

There are methods sharing the same character but they are called differently. Only Word-for-Word Translation is called the same by Catford and Newmark. However, Catford's Literal Translation covers Newmark's Literal, Faithful, and Semantic Translation as the text tends to be translated singly but adjustment can be made to grammatical constructions. Catford's Free Translation seems to cover all methods under Newmark's TL emphasis – Adaptation, Free, Idiomatic, and Communicative translation as equivalents are extended to a higher unit than words.

2.2 Translation Strategies
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. These strategies can be used as references or guidelines to deal with unfamiliar Thai food ingredients or names in translating into English version.

Khongbumpen (2008) gave some examples of translating Thai food names into English concerning translation strategies categorized by Baker (1992) as follows:

Example 1:

SL: ปลาสลิด (Pla Salid / Pla = fish Salid = Name in Thai)

TL: a kind of freshwater fish

A more general word is used to translate a relative lack of specificity in the target language compared with the source language. (p.9)

Example 2:

SL: สังขยา (Sangkaya/ a kind of Thai dessert)

TL: Custard

A cultural substitution is preferred when the source culture is too complicated to understand. The concept in the target culture that is more familiar should be selected. (p.11)

However, a loan word with some explanation can also be used as it gives clearer meaning in the target language.

Example 3:

SL: สังขยา (Sangkaya)

TL: Sangkaya, a kind of Thai dessert made from egg yolk, coconut milk and sugar (p. 11)

Pinmanee (2003) suggests that to translate across cultures should start with generic word followed by descriptive phrase telling form, function, or both form and function. The example of Thai dish is given for her suggestion as follows:

Generic word + descriptive phrase (form)

ข้าวซอย   : Thai fast **food**, hot curried noodles with chicken or beef (p.303)

From the given examples, it is relatively clear that phrase is needed to give more information of the dish name in case of lack of specificity in the target language telling form, function, both form and function. On the other hand, cultural substitution is preferred if there is similarity in the target language. Description of food name is also needed in English phrase for more information.

3. METHOD
3.1 Samples of the Study
The purposive samples of the study were Thai menus with English transliterations and descriptions from four to five starts hotels in Pattaya. The hotels have employed expatriate executive chefs to operate the hotel restaurants. This is to ensure the comprehensibility of the English translation of the Thai menus. The total number of Thai menus obtained is 290 menu items. According to cooking methods and serving styles 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 menu items are categorized into 10 groups: salads, soup, curries, fried, deep-fried, steamed, baked/ braised, grilled/ barbeque (BBQ)/ roasted, rice/ noodles/ chili dips, and desserts. After grouping, 148 menu items are selected to be analyzed for grammatical patterns of English translation in each category.

3.2 Instruments

The analytical form is created to organize and group the menu items. Moreover, the form helps determine grammatical patterns of English translation of Thai menus as shown in table 1.

Table 1: Analytical Form for Grammatical Patterns of English Translation of Thai Menus

Category: Item no:	Key word (Head word):
Name in Thai:	Part of speech in English:
Name in English:	
English description:	
Grammatical pattern: 1. Pre modifier 2. Post modifier	
Remark:	

The Thai name indicates the head word in English translation. Other components in the name such as cooking method, main ingredients, and additional ingredients will be analyzed and determined for the positions in the grammatical pattern of English version.

3.3 Data Analysis

The obtained data in each group are analyzed as the following process.
1. Identify part of speech of the head word of each menu group
2. Identify pre modifiers and post modifiers of each head word
3. Analyze types of pre modifiers and post modifiers

4. RESULTS

The results are presented into three parts: head words of each menu group, grammatical patterns of head words and modifiers, and order of pre modifiers and post modifiers.

4.1 Head words of each menu group

As the Thai menu items are categorized into 10 groups; head words of each group are clearly seen and identified their parts of speech in English.

4.1.1 Noun head words and verb-past participle head words

The head words fall into two parts of speech in English: noun and verb – past participle. Only grilled/ barbeque (BBQ)/ roasted menu group falls into both parts of speech head words. Menu groups of salads, soup, rice/noodles/chili dips, and desserts have noun head words (NHW). Fried, deep-fried, steamed, and baked/braised menu

groups have verb-past participle head words (V$_3$HW). Verb-past participle head words actually indicate the cooking methods of the dishes. English parts of speech of head words in each menu group are shown in table 2.

Table 2: Head words of each menu group and their parts of speech

Menu Groups	Head words	Parts of Speech
1. Salads	Salad	Noun
2. soup	Soup	Noun
3. curries	Curry	Noun
4. fried	Fried	Verb – past participle
5. deep-fried	Deep-fried	Verb – past participle
6. steamed	Steamed	Verb – past participle
7. baked/braised	Baked/braised	Verb – past participle
8. grilled/barbeque/roasted	Grilled/ roasted Barbeque (BBQ)	Verb – past participle Noun
9. rice/noodles/chili dips	Rice/noodle/chili dips	Noun
10. desserts	dessert	Noun

4.1.2 Shifts of Head Words
Some menu items are translated with different techniques of English translation, not with the head words of each menu group. The items are ปอเปี๊ยะทอด- POR PIA TOD, กุ้งอบวุ้นเส้น and ปลาเปรี้ยวหวาน.

Menu 1: POR PIA TOD
Glass noodle & vegetable filled *spring rolls* with sweet chili
The dish POR PIA TOD is in deep-fried menu group and should have verb-past participle head word. However, spring roll, a loan word, is generally used instead. The head word is, therefore, changed from verb-past participle head word to noun head word.

Menu 2: กุ้งอบวุ้นเส้น (No English transliteration)
Fried river prawns with vermicelli & ginger in the *hot pot*
The menu 'กุ้งอบวุ้นเส้น' is in baked/ braised menu group but translated without verb-past participle head word 'baked'. A container '*hot pot'* signifying baking method is used instead.

Menu 3: ปลาเปรี้ยวหวาน (No English transliteration)
Sweet & sour fish fillet 'Thai style'

The menu 'ปลาเปรี้ยวหวาน' belongs to fried menu group. 'Fried' is verb-past participle head word in this group. However, it is translated without the verb-past participle head word, but with main ingredients in the name instead. Literally meaning of the name, ปลา is fish and เปรี้ยวหวาน shows the taste, sweet and sour. As there is no head word 'fried' in the Thai menu name, the English translation does not have it either. The phrase "Thai style" is added to emphasize the local flavor.

4.2 Grammatical Patterns of Head Words and Modifiers

Although modifiers and descriptive phrases of head words are found in all menu groups in English translation of Thai menus, not all menu items have both modifiers and descriptive phrases. Menu items with only pre modifiers or post modifiers are found. Menu items with only pre modifiers are found in menu groups of salads, soup, BBQ, rice/noodles/chili dips, and desserts. On the other hand, menu items with only post modifiers are mostly found in menu groups of fried, deep-fried, steamed, baked/braised, and grilled/roasted.

The results will show the positions of both noun head words (NHW) and verb-past participle head words (V_3HW) with pre modifiers and post modifiers.

4.2.1 Menu items with only pre modifiers

Menu items with only pre modifiers are found in menu groups of salads, soup, BBQ, rice/noodles/chili dips, and desserts. Pre modifiers of the head noun words give more information in terms of taste, cooking method and ingredients. Most pre modifiers are word modifiers and placed before the head noun words. Order of pre modifiers is taste, cooking method of the main ingredients, and main ingredients. The position of noun head words and pre modifiers is shown in pattern 1.

Pattern 1: taste + cooking method + main ingredient + **NHW**

Ex: Spicy grilled pork **salad**

Head noun word, however, is used differently in the translation of a soup dish called 'Chicken in coconut milk *soup*'. Although the head noun word is placed at the end of the phrase similar to other items, the word '*soup*' is actually an object of a preposition 'in'. The prepositional phrase 'in coconut milk *soup*' is a post modifier to the word 'chicken' which is the main ingredient of the dish as shown in pattern 2. However, there is a menu item in dessert group, ข้าวเหนียวมะม่วง (KAO NEAW MAMUANG) translated by only its head words. Literally meaning, ข้าวเหนียว (KAO NEAW) is sticky rice and มะม่วง (MAMUANG) is mango. The dessert consists of two main ingredients: sticky rice and mango, and shown by the name. In Thai language, modifier is placed after noun: noun + modifier. On the other hand, noun modifier in English is placed in front of noun: modifier + noun (Nathong 2006). The menu, therefore, is translated as 'Mango sticky rice'.

Pattern 2: Main ingredient + **NHW**

  Or Main ingredient + Main ingredient

Ex: Chicken in coconut milk **soup**

  Mango sticky rice

4.2.2 Menu items with only post modifiers

Menu items with only post modifiers are mostly found in verb-past participle head words in the menu groups of fried, deep-fried, steamed, baked/braised, and grilled/ roasted.

Verb- past participle head words are mostly followed by post modifiers in the form as they 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 in the dishes. Past participle verbs, therefore, are placed before nouns and at the beginning of the menu descriptions. The descriptive phrase, then, starts with verb-past participle head word before a noun which is the main ingredient followed by a prepositional phrase.

Menu items having noun head words are also found with only post modifiers in menu groups of rice/ noodles/ chili dips and desserts.

Menu items with only post modifiers are found in fried menu group. Head word in this menu group is 'fried', 'stir fried', or 'sautéed'. Other English words with the same meaning in cooking term as 'fried' are found. The words are 'wok fried' and 'tossed'. All verb-past participle head words must be placed before noun words or main ingredients then followed by post modifiers telling additional ingredients and sauces in a form of prepositional phrase.

Prepositional phrases telling additional ingredients use the preposition 'with' while additional sauce can be indicated by the preposition 'with' and 'in'. Post modifier can be only additional ingredients, only sauce, or both additional ingredients and sauce. It is significant that any pre modifiers can be added to additional ingredients and sauce. The upmost additional ingredients mentioned should be three since the phrase will be too long. Pattern of this menu group can be:

Pattern 3: V_3HW + main ingredient + with/in + sauce
  V_3HW + main ingredient + with + additional ingredients
  V_3HW + main ingredient + with + additional ingredients + in + sauce
Ex. **Stir fried** kale with shitake mushroom in oyster sauce
  Deep fried pork with pepper and garlic
  Deep fried white snapper with sweet and sour sauce
  Deep fried garoupa fish with chili sauce

There are two menu items followed by only nouns: 'Deep fried spring rolls' and 'Deep fried crab meat rolls'. The two menus are culturally served with sweet plum sauce but the sauce is left out in the menu description. Significantly, a cultural substitution by using a loan word '*spring rolls*' is used to give clearer meaning in English and main ingredients are also used. To emphasize the local flavor, 'Esan Style' is added to the description in the menu 'Grilled whole chicken 'Esan style'. The pattern can be:

Pattern 4: V_3HW + loan word

Or   **V₃HW** + main ingredients
Ex. **Deep fried** *spring rolls*
 Deep fried crab meat rolls
 Grilled whole chicken 'Esan style'

A container is used to give local flavor of the dish. This method is found in the menu '*Grilled* cotton fish in banana leaves'. Pattern 5 can be formed.
Pattern 5: V₃HW + main ingredient + in/with + container
Ex: **Grilled** cotton fish in banana leaves

Menu items with post modifiers are also found in rice/ noodles/ chili dip menu group. The items with post modifiers are noodle soup. Noodle is actually the noun head word; however, it functions as a noun modifier to another noun 'soup'. Fortunately, English translation 'noodle soup' is exactly translated as the same pattern to Thai pattern of the menu ก๋วยเตี๋ยวน้ำ. ก๋วยเตี๋ยว (KUEY TEOW) is noodle and น้ำ (NAM) is soup.
Pattern 6: NHW + with+ main ingredients
Ex: **Noodle soup** with pork and prawn wantons
 Noodle soup with fish ball, pork meat ball or chicken meat ball
 Wonton soup with crab meat and prawn

4.2.3 Menu items with both pre modifiers and post modifiers
Grammatical pattern with both pre modifiers and post modifiers of head words is mostly employed in English translation of menu group with noun head words: salads, soup, curries, rice/noodles/chili dip, and desserts.

It is significant that taste of salad dishes are always indicated in menu descriptions as spicy taste is the common taste of Thai salads. Main ingredients are also mentioned as pre modifiers to head words while additional ingredients are added as post modifiers. Original place name is indicated as post modifier to emphasize the local flavor of the dish: Esan style or North eastern style. 'Thai' is also a popular word to add to emphasize the local flavor of Thai dishes. Pattern of pre modifiers and post modifiers of noun headword is:
Pattern 7: taste + main ingredient + **NHW** +with + additional ingredients + and + sauce
Ex: Spicy beef **salad** with onion, tomato & celery
  Spicy pork **salad** with chili and lime sauce
  Spicy prawn **soup** with straw mushroom & lemongrass
  Clear tofu **soup** with pork and shrimps

Color is relative significant as it is indicated in English description of curries menu group: green, red, and yellow. Main ingredients are normally indicated before noun head words in other menu groups; however, they are indicated in different position as post modifiers after the preposition 'with' and can be followed by additional ingredients. Pattern of curries menu group is formed as:

Pattern 8: color + **NHW** + with+ main ingredients + additional ingredients
Ex: Green **curry** with chicken, beef, pork, vegetarian with tofu
  Red **curry** with roasted duck, pineapple & cherry tomatoes
  Yellow **curry** with chicken

Rice/ noodles/ chili dip menu group also have both pre modifiers and post modifiers. Cooking methods in the forms of past participles are frequently added as pre modifiers to noun head words: rice and noodles. Post modifiers tell more of other additional ingredients of the dishes in the forms of prepositional phrases.

'KHAO TUNG NA TUNG' is actually a snack made of rice. It is translated by telling the texture 'crispy' of the head word followed by prepositional phrase as post modifier to show additional ingredients and dip. The pattern can be formed as pattern 9.
Pattern 9: texture + **NHW** + with + additional ingredients / sauce /dip
Ex: Crispy **rice** with shrimp & pork coconut dip

Other pre modifiers indicate taste or cooking method to noun head word. The pattern can be formed as shown in pattern 10.
Pattern 10: taste + cooking method + **NHW**+ with+ additional ingredients
Ex: Fried **rice** with chicken, pork, beef, vegetarian with prawns
  Fried **noodles** with vegetables and seafood in oyster sauce
  Spicy **shrimps paste** with condiment

4.3 Order of pre modifiers and post modifiers
Pre modifiers to noun head words give information of taste, color, texture, cooking methods, and main ingredients of the dishes. Order of pre modifiers can be taste or color or texture or characteristics or number before cooking method and main ingredients. Significantly, color is the most mentioned pre modifier in curries menu group and cooking method is in past participle form placed immediately before ingredients. Samples of pre modifier order can be found in table 3.

Table 3: Order of Pre Modifiers to Noun Head Words

Order of pre modifiers	Menu description
Main ingredient + **NHW**	Pork, chicken, or veal sausage **BBQ**
Cooking method + **NHW**	Fried **RICE** with …
color + **NHW**	Green / red/ yellow **CURRY** with …
taste + cooking method + main ingredients + **NHW**	Spicy minced pork/chicken/beef **SALAD** Spicy grilled pork **SALAD**
texture + **NHW**	Crispy **RICE**

Characteristic is another pre modifier used to modify head words such as **jasmine**, **famous Thai, classic, Thai style** and **green** in the following menus.

Menu 1: ข้าวสวย
  Steamed **jasmine** *rice*
Menu 2: ต้มยำกุ้ง
TOM YAM GOONG
Famous Thai sour& spicy *broth* with prawns and lemongrass
Menu 3: เป็ดตุ๋นมะนาวดองกับฟักเขียว
          Green melon *soup* with duck and pickled lemon
Menu 4: ผัดไทย
PHAD THAI
Classic fried rice *noodles* with chicken, pork, vegetarian with prawns
PHAD THAI
Thai style stir fried rice *noodles* with vegetables, chicken or prawns

Prepositional phrases are added as post modifiers to show ingredients, sauce or dip or condiments or container of the dishes. Significantly, main ingredients are placed as post modifiers only in curries menu group while additional ingredients are placed as post modifiers in other menu groups. Thai local flavor is emphasized by adding style to indicate the original places of the cooking such as *'north eastern style'* and *"Esan" style*. Words indicating characteristics are also used i.e. classic and Thai style. Samples of post modifiers are shown in table 4.

Table 4: Order of post modifiers to noun head words

Order of post modifiers	Menu description
color + **NHW** + with+ main ingredients + additional ingredients	*Green / red* **CURRY** with chicken, pork, beef *Red* **CURRY** with roasted duck, pineapple & cherry tomatoes
NHW +with + additional ingredients + and + sauce	Spicy **SOUP** with mixed seafood and lemon grass Stir fired rice **NOODLES** with mixed seafood and vegetables Spicy pork **SALAD** with chili and lime sauce

Most of verb-past participle head words do not have pre modifiers. The translation starts with verb-past participle head words followed by post modifiers. However, pre modifiers can be added to any words in post modifiers as shown in following menus.
Menu 5: เต้าหู้ผัดฉ่า
TAOHU PHAD CHA
Stir fried tofu with **young** peppercorn & chili
Here, the adjective 'young' is added to modify pepper corn.
Menu 6: ผัดเปรี้ยวหวานหมู/ ไก่/ปลา
PHAD PREAW WARN MOO, GAI OR PLA
Stir fired pork, chicken or fish in **sweet & sour** sauce

The sweet and sour taste is added to modify the sauce in post modifier of the dish.

Post modifiers give more information of additional ingredients, sauce, dip, condiments, and container as shown in the following menus.

Menu 7: ปลากะพงทอดกระเทียมพริกไทย

PLA KAPONG TOD KRA THEM PRIK THAI

Fried red snapper with **garlic and pepper** sauce

Additional ingredient, garlic, and sauce are indicated as post modifiers in the menu.

Menu 8: สะเต๊ะรวม

SATAY RUAM

Grilled chicken, beef & pork skewers with **peanut sauce** and **ajar**

English transliteration, Ajar, which is a condiment to the dish is added together with its sauce.

Menu 9: ปลาสำลีเผาซอสมะขาม (No English transliteration)

Grilled cotton fish in **banana leaves**

Here, the container of the dish or actually the appearance is mentioned as post modifier.

5. CONCLUSIONS

There are ten grammatical patterns of English translation of Thai menus found. The patterns are indicated by head words of each menu group. Noun head words can be translated into English with seven grammatical patterns while verb-past participle head words can be translated with three grammatical patterns.

5.1 Grammatical patterns with noun head words

Menu groups with noun head words are salads, soup, curries, barbeque, rice/noodles/ chili dip, and desserts. Seven grammatical patterns of English translation of Thai menus are found in patterns 1-2 and patterns 6-10. The patterns are shown with the order of pre modifiers and pos modifiers as follows.

Pattern 1: taste + cooking method + main ingredients + NHW

Pattern 2: Main ingredient + NHW

    Or Main ingredient + Main ingredient

Pattern 6: NHW + with+ main ingredient

Pattern 7: taste + main ingredients + NHW +with + additional ingredients + and + sauce

Pattern 8: color + NHW + with+ main ingredients + additional ingredients

Pattern 9: texture + NHW + with + additional ingredients / sauce /dip

Pattern 10: cooking method + NHW+ with+ additional ingredients

Both pre modifiers and post modifiers can be added to noun head words. Pre modifiers to noun head words can be summarized as follows.

1. Certain menu items can be translated with just pre modifiers to noun head words or with main ingredients instead of noun head words as they are parts of the dish names. The example of just pre modifier to noun head word is the menu of 'Spicy green papaya *salad'*.   The example of only main ingredient in translation is ข้าวเหนียว มะม่วง '*mango sticky rice'*; ข้าวเหนียว (KAO NEAW) is sticky rice and มะม่วง (MAMUANG) is mango.

2. A loan word is a way of cultural substitution to give better appearance of the dishes. The menu of ปอเปี๊ยะทอด (POR PIA TOD) translated as '*Deep fried* **spring rolls',** the loan word for ปอเปี๊ยะ (POR PIA) is spring rolls.

3. More than one main ingredient can be mentioned as pre modifiers.

4. Cooking method is in past participle form placed immediately before ingredients.

5. Pre modifiers to noun head words give information of taste, color, texture, cooking methods, and main ingredients of the dishes. Order of pre modifiers can be taste or color or texture or characteristics or number before cooking method and main ingredients.

6. Color is the most mentioned pre modifier in curries menu group.

7. Characteristic is used to emphasize Thai local flavor such as *classic, Thai style, famous Thai*.

8. English transliteration of Thai names is used as it is relatively difficult and complicated to explain the dishes. Thus, it is also a way to emphasize Thai food culture as found in the menus of มัสมั่น (MASSAMAN), พะแนง (PANANG), ฉู่ฉี่ (CHOO CHEE), ขนมจีน (KANOM CHIN), ปลาช่อน (PLA CHON), and สลิ่ม (SALIM).

Post modifiers of noun head words can be summarized as:

1. Prepositional phrases are added as post modifiers to show ingredients, sauce or dip or condiments or container of the dishes.

2. Main ingredients can be placed as post modifiers only in curries menu group. On the other hand, additional ingredients are placed as post modifiers in other menu groups.

3. Thai local flavor is emphasized by adding style to indicate the original places of the cooking such as *'north eastern style'* and *"Esan" style*, '*Classic Thai'* and '*Thai style'*.

5.2 Grammatical patterns with verb-past participle head words

Menu groups with verb-past participle head words are fried, deep-fried, steamed, baked/braised, and grilled/roasted. Three grammatical patterns of verb-past participle head words with order of post modifiers are found in pattern 3-5.

Pattern 3: V_3HW + main ingredient + with/in + sauce

  V_3HW + main ingredient + with + additional ingredients

  V_3HW + main ingredient + with + additional ingredients + in + sauce

Pattern 4: V_3HW + loan word

   Or V_3HW + main ingredient

Pattern 5: V_3HW + main ingredient + in/with + appearance/container

The patterns of verb-past participle head words can be summarized as follows.

1. Most of verb-past participle head words do not have pre modifiers.

2. There are other words used as head words in fried menu group. The words are 'stir fried', 'wok fried', 'sautéed' and 'tossed'.

3, English translation of menu groups with verb-past participle head words will start with verb-past participle head words followed by post modifiers.

4. Pre modifiers can be added to any words in post modifiers, especially cooking methods added to ingredients.

5. Post modifiers give more information of additional ingredients, sauce, dip, condiments, and container.

References

Baker, M. (1992). *In Other Words: A Coursebook on Translation*. London & New York: Routledge

Catford, J.C. (1974). *A Linguistic Theory of Translation: An Essay in Applied Linguistics.* Oxford: Oxford University Press.

Khongbumpen, Chittsopha. (2007). *Strategies Employed in Translation from Thai into English: A Case Study of an Article in Focus Bangkok.* Master's Project, M.A. (English). Bangkok: Graduate School, Srinakharinwirot University.

Mu, Congjun. (2010). English Translation of Chinese Dish Names. *Translation Journal*, 14

Newmark, P. (1981). *Approaches to Translation.* Oxford: Pergamon Press.

Pinmanee, Supannee. (2003). Advanced Translation. Bangkok: Chulalongkorn University Press.

Pouget, C.F. (1999). Are Menu Translations Getting Worse? Problems from Empirical Analysis of Restaurant

http://en.wikipedia.org/wiki/Thai_cuisine (24 June 2013)

http://kanchanapisek.or.th/kp6/New/sub/book/book.php?page=main&book=13 (24 June 2013)

http://oxforddictionaries.com (5 September 2013)