AN ANALYSIS OF TRANSLATION STRATEGIES USED IN THAI

RESTAURANT MENUS

A MASTER'S PROJECT

BY

MISS PANIDA VORAJAROENSRI

Presented in partial fulfillment of the requirements

for the Master of Arts Degree in English

at Srinakharinwirot University

October 2002

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AN ABSTRACT

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   Tipa Thep-Ackrapong, Dr. Nitaya Suksaeresup and Mr. Brett Heagren.

The purpose of the study was to analyze translation strategies used in Thai restaurant menus in order to find the frequency of strategies used in each class of restaurant menus and the frequency of all strategies used in all the 40 restaurant menus. From the original 100 restaurant menus, 40 of them were randomly selected. Then, they were categorized into four classes according to the class of the restaurants. Then, the strategies used in each class of the restaurants were analyzed. Next, the frequency of strategies in all restaurant menus were calculated.

The research results revealed that there were 24 translation strategies used in the 40 restaurant menus. Seventeen strategies were found in the first class restaurant, 17,17 and 18 were found in the second, third and fourth class of restaurant respectively. It was concluded that no matter what class the restaurant was, the most frequent strategies found were the same. First, translation by cultural substitution was the most frequently found (39.5%). Next, literal translation was the second most frequent strategy (25.9%). Finally, translation using a loan word plus explanation was the third most frequent strategy (17.5%). However translation by paraphrase using related words and translation by paraphrase using unrelated words were not used at all.

The study also indicated that the nine translation strategies proposed by Baker (1992) fell short in covering all translation strategies found in the restaurant menus studied. Therefore, some new strategies had to be added in order to cope with the translation problems.

การวิเคราะห์กลยุทธ์ในการแปลเมนูอาหารจากภาษาไทยเป็นภาษาอังกฤษ

บทคัดย่อ
ของ
นางสาวปณิดา วรเจริญศรี

ปณิดา วรเจริญศรี. (2545). *การวิเคราะห์กลยุทธ์ในการแปลเมนูอาหารจากภาษาไทยเป็น ภาษาอังกฤษ*. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษ). กรุงเทพฯ : บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. คณะกรรมการควบคุม: ผศ. ดร. ทิพา เทพอัครพงศ์, ดร. นิตยา สุขเสรีทรัพย์, Mr. Brett Heagren.
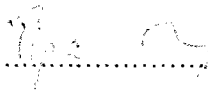
สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายในการวิเคราะห์กลยุทธ์ในการแปลเมนูอาหารจากภาษา ไทยเป็นภาษาอังกฤษ โดยขั้นแรกสุ่มเมนูอาหารจากทั้งหมด 100 ร้าน ให้เหลือ 40 ร้าน และจัด แบ่งร้านอาหารออกเป็น 4 ระดับชั้น ขั้นต่อมาศึกษาเมนูอาหารและวิเคราะห์หาค่าความถี่เป็น ร้อยละ (percentage) ของกลยุทธ์ในการแปลที่พบในแต่ละระดับชั้นของร้านอาหาร และความถี่ ของกลยุทธ์ในการแปลโดยภาพรวมของทั้ง 40 ร้าน

จากการศึกษาพบว่า ในการแปลเมนูอาหารจากทั้งหมด 40 ร้าน มีการใช้กลยุทธ์การ แปลถึง 24 แบบด้วยกัน โดยร้านอาหารระดับหนึ่ง มีการใช้กลยุทธ์การแปล 17 แบบ ร้านอาหาร ระดับสอง 17 แบบ ร้านอาหารระดับสาม 17 แบบ และร้านอาหารระดับสี่ 18 แบบ โดยสามารถ สรุปได้ว่า ไม่ว่าร้านอาหารจะจัดอยู่ในระดับใด กลยุทธ์การแปลที่ใช้มากที่สุดสามอันดับแรกเป็น แบบเดียวกันทั้งสิ้น กล่าวคือกลยุทธ์การแปลที่มุ่งเน้นอธิบายและสร้างภาพโดยอ้างถึงวัฒนธรรม ที่กลุ่มเป้าหมายคุ้นเคยและรู้จักเป็นอย่างดี (39.5%) ถูกใช้ในการแปลเมนูอาหารมากที่สุด อันดับที่สองที่พบมากคือ การแปลแบบตรงตัว (25.9%) และอันดับที่สามคือ กลยุทธ์การแปล แบบทับศัพท์ประกอบกับคำอธิบายเพิ่มเติม (17.5%) และจากการศึกษายังพบอีกว่า กลยุทธ์ การแปลแบบกล่าวซ้ำโดยใช้คำที่เกี่ยวข้องสัมพันธ์กับคำเดิม และกลยุทธ์การแปลแบบกล่าวซ้ำ โดยใช้คำที่ไม่เกี่ยวข้องสัมพันธ์กับคำเดิม ไม่พบเลยในการแปลเมนูอาหาร
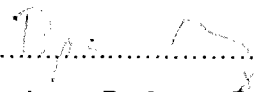
ผลจากการศึกษายังระบุอีกว่า ทั้งเก้ากลยุทธ์การแปลของโมนา เบเกอร์ (2535) ยังไม่ ครอบคลุมในการแปลเมนูอาหาร ดังนั้นในการศึกษาครั้งนี้จึงพบกลยุทธ์การแปลแบบใหม่อีก หลายแบบที่ใช้ในการแก้ปัญหาต่างๆ ในการแปลเมนูอาหาร

The Master's Project Committee and Oral Defense Committee have approved

this Master's Project as partial fulfillment of the requirements of the Master of Arts

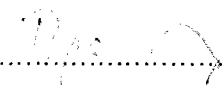Degree in English of Srinakharinwirot University.
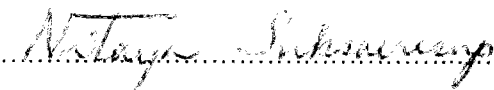
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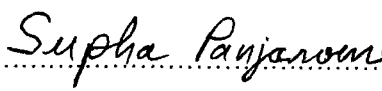
Oral Defense Committee

.... Chair

(Assistant Professor Dr. Tipa Thep-Ackrapong)

....Reader

(Dr. Nitaya Suksaeresup)

....Reader

(Mr. Brett Heagren)

This Master's Project has been approved as partial fulfillment of the

requirements for the Master of Arts Degree in English of Srinakharinwirot University.

...................................Dean of the Faculty of Humanities

(Associate Professor Supha Panjaroen)

October............, 2002

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Introduction

Statement of the Problem

Translation plays an important role in modern society because it is one kind of

communication that serves the needs of different nations and languages. It also helps

to interchange one culture to another. According to Newmark (1998: 97), culture can

be defined as the way of life and its manifestations that are peculiar to a community

that uses a particular language as its means of expression. Food, clothes, houses,

towns, transport, religious rites, gestures, etc. reflect culture in each nation. However,

culture creates problems in translation because languages vary from one culture to

another (Hewson and Martin. 1991: 75). In other words, a cultural aspect usually poses

a translation problem because there is a gap between the source and target languages.

Sometimes a cultural notion which is accepted within a source language causes a

cultural shock in the target language. For instance, the word pig has negative

connotations in English culture, but in the Thai culture pig has positive connotations.

For example, in Thai, we may compliment someone by saying, "Your son is so cute.

He looks like a pig". In the Thai culture, the connotation of the word pig represents

loveliness, affection and attachment because a pig looks cute; on the contrary, in the

English culture this word represents ugliness, dirtiness, disaffection and disgust. If

translators do not know about the different connotations between these two cultures,

they may use or translate the word pig with a wrong connotation. Thus, this may cause

some negative effects among the target readers.

Obviously, there is a gap between the source and target languages; therefore, a

significant problem in translation is concerned with building equivalence in the target

language. For instance, English and Thai languages originated from different language

families. Ruhlen (1976 cited in Fromkin. 1978: 347-348) states that Thai originated in

Austro-Tai while English in Indo-European. There is an argument that Thai may

originated from the Tai-Kadai language family, (Princess Maha Chakri Sirindhorn

Anthropology Centre Public Organization. n.d.: n.p.). Consequently, each language has

its own individual linguistic structures. Moreover, other factors such as geographical

location, people's worldviews, ways of life and especially cultural differences aggravate

the problem of equivalence. For example, there is no equivalent for สงกรานต์

(Songkran = a Thai festival), which does not occur in the West. Therefore, there is no

such concept in English.

With translation problems arising from lack of equivalence, many translators and

linguists try to solve them. Realizing their significance, Baker (1992: 5-6) identifies

equivalence at many levels: equivalence at word level, above word level, grammatical

and pragmatic and then proposes strategies to deal with them.

Equivalence at word level. Baker (1992: 10-42) explains the equivalence in

terms of semantic fields and lexical sets. A culture-specific concept is one common

problem of non-equivalence at word level. She suggests solving this problem by

replacing a culture-specific term or an expression with a target language item which has

a similar impact on the target reader. For instance, the word <u>cream tea</u>, which is a meal in Britain, has no equivalent in other cultures. The Italian translator replaces it with the word <u>pastry</u>, which is a type of food. Although <u>pastry</u> does not have the same meaning, it is familiar to the Italian reader and therefore provides a good cultural substitute.

Equivalence above word levels. Baker (1992: 46-78) discusses two main headings which are collocation as well as idioms and fixed expressions. In terms of collocation problems, synonyms or near-synonyms of words often have different sets of collocates. For instance, most English speakers say <u>wasting time</u> but not <u>squandering time</u> or they typically <u>break rules,</u> but they do not <u>break regulations</u>. Thus, patterns of collocations reflect the preferences of specific language communities for expressions, linguistic configurations and cultural settings. Secondly, idioms and fixed expressions are strict patterns of language which do not allow variation in form. Idioms often carry meanings which cannot be deduced from their individual components. For example, <u>bury the hatchet</u> allows no variation in form under normal circumstances. Fixed expressions such as <u>having said that, as a matter of fact, Ladies and Gentlemen</u> and <u>all the best</u> also allow little or no variation in form. She suggests solving these problems by using an idiom of similar meaning and form, using an idiom of similar meaning but dissimilar form, translating by paraphrase and by omission. For example:

> Source text: Perhaps Granamyr wanted to show us that <u>things</u>
> <u>aren't always what they seem.</u>
> Target text (French): Peut-etre Granamyr voulait-il nous montrez
> que <u>les choses ne sont pas toujours ce qu'elles paraissent.</u>

Back-translation: Perhaps Granamyr wanted to show us that
things aren't always what they seem.

This example illustrates the strategy of using an idiom of similar meaning and

form. Since the idiom things aren't always what they seem is a strict pattern of English

language, the translator translates the idiom into French language which is similar to the

source language in both form and meaning. As a result, the idiom les choses ne sont

pas toujours ce qu'elles paraissent means the same thing as things aren't always what

they seem.

Grammatical equivalence. In English, grammar consists of morphology and

syntax, (82-114). Grammatical and lexical choices are different because grammatical

choices are mostly obligatory while lexical choices are mostly optional. Differences in

grammatical structures of the source and target languages can affect some changes in

the information content during the process of translation. There are many categories of

differences in the grammatical structures of source and target languages such as

number, gender, person, voice, tense and aspect. For instance, in French, gender is a

grammatical distinction in which a noun, a pronoun or an adjective are classified as

masculine or feminine. For example, La table est blanche. The determiner la and the

adjective blanche are feminine in accordance with the feminine noun table. English

does not have a grammatical category of gender as French. However, it has a gender

distinction, which exists in some semantic areas and in the person system such as

steward-stewardess. One of the strategies proposed by Baker (1992) is using the

passive voice instead of the imperative form of the verb in order to avoid specifying the

subject of the verb altogether. For example:

> Source text (English): <u>Rinse out</u> the sea water from the swimming-
>
> costume.
>
> Back-translation text (Arabic): The sea water <u>is rinsed out</u> from the
>
> swimming-costume.

Since an Arabic verb has different forms depending on whether its subject is,

the translator uses a different structure in order to avoid specifying the subject of the

verb. Consequently, the use of imperative form of the verb is replaced with the use of

the passive voice.

Pragmatic equivalence. Baker (1992: 217-254) states that pragmatics is

involved with two areas -- coherence and implicature. Coherence concerns stretches of

language, which are connected by conceptual or meaning dependencies as perceived

by language users. Since coherence is not a feature of text but of the judgement made

by a reader on a text, what coheres for one reader may not for another. For instance,

<u>Harrods</u> and <u>the splendid Knightsbridge store</u> refer to the same thing for British readers

as well as to anyone who is familiar with the famous <u>Harrods store</u> and knows that it is

in Knightsbridge. In translating this, one cannot take it for granted that the target reader

will have the necessary background knowledge to interpret the co-reference

successfully. Thus, an Arabian translator translates <u>Harrods</u> for Arabian readers by

providing an explicit link through repetition of <u>store</u> such as <u>the store Harrods</u> and <u>the</u>

<u>splendid Knightsbridge store</u>. Consequently, translators should be concerned with the

range of knowledge available to their readers and of the expectations they have about

such things as the organization of the world, language in general, convention of

particular text types, and the structures of social relationship.

Implicature refers to what the speaker means or implies rather than what s/he

literally says. In addition, a speaker can signal an implied meaning conventionally by

using the textual resources such as conjunctions and grammatical structures. For

instance, how can you be so cruel is used instead of you are very cruel. In English,

this pattern is used to express a range of emotive meaning. On the other hand, other

languages may prefer to convey similar meanings in different linguistic patterns. As a

result, a literal translation may distort the original implicatures because implicatures are

aspects of meaning which are over and above the literal and conventional meaning of

an utterance. Consequently, Baker (1992) suggests translating by emphasizing the

interpretation on recognition of the co-operative principles and its maxims or translating

by emphasizing creation of the reader's effects.

In terms of pragmatic equivalence, the main difficulties are concerned with the

translator's ability to assess the target readers' range of knowledge and to strike a

reasonable balance between fulfilling their expectations and maintaining their interest in

the communication by providing them with new insights.

To sum up, Baker (1992) classifies equivalence at many levels: equivalence at

word, above word, grammatical and pragmatic levels. Regarding equivalence at word

level, she explains the equivalence in terms of semantic fields and lexical sets. With

regard to above word level, she explains it in terms of collocations as well as idioms

and fixed expressions. In terms of grammatical equivalence, she explains that

grammatical and lexical choices are different because grammatical choices are

obligatory while lexical choices are mostly optional in languages. Lastly, she explains

that pragmatic equivalence is involved with coherence and implicature. Realizing the

significance of these problems, she proposes many strategies to deal with them at each

level such as translating by cultural substitution, using an idiom of similar meaning and

form, using the passive voice instead of the imperative form of the verb and

concentrating on the background knowledge of the target readers.

Since food is a sensitive and important expression in each culture, restaurant

menus are interesting texts because they significantly reflect the dietary and culinary

aspects of a culture. In translating such materials, translators face a number of

translation problems caused by many factors. Firstly, some types of Thai food such as

น้ำพริก (Shrimp Paste), แกงเขียวหวาน (Green Curry) and ต้มยำ (Sour and Spicy Soup)

have no exact equivalent words in English. Secondly, the methods used to cook food

vary between cultures. Lastly, it is very hard to translate a variety of Thai food into

English in order to establish a clear concept and understanding between Thai sellers

and foreign customers. As a result, it is interesting to find out what kind of strategies

are used to cope with these cultural aspects. Therefore, it is very interesting to analyze

translation strategies found in restaurant menus from Thai to English within Baker's

(1992) theoretical framework.

Objectives of the Study

The study attempted to answer the following questions:

1. What is the frequency of each strategy used according to each class of restaurant?

2. What is the frequency of each strategy used in all the 40 restaurant menus?

Significance of the Study

The results of the study would be beneficial as follows:

1. They can guide menu-translators to translate menus appropriately.

2. They can be used as guidelines for translators or people who deal with translation in order to develop their translation skills.

3. They can be applied in the translation classroom as exercises for students to help them to find appropriate translation strategies to cope with translation problems especially with respect to dietary and culinary aspects.

Scope of the Study

One hundred restaurant menus which were in both Thai and English versions were studied. Only Thai foods excluding beverages and desserts were analyzed to find translation strategies. In addition, grammatical errors and misspellings were not studied. The restaurants of which menus were studied were situated in seven different locations in Bangkok. These locations were Kao-San Road, Sukhumvit Road, Petchburi

Road, Silom Road, Ratdumri Road, Maboonkrong Center and Siam Center. These

foreigners' quarters were selected from all areas in Bangkok. From the original 100, 40

menus were then randomly selected. In all, 14 restaurant menus were selected from

Kao-San Road, 13 from Maboonkrong Center, four from Silom Road, three from

Sukhumvit Road, three from Ratdumri Road, two from Siam Center and one from

Petchburi Road.

Definition of Terms

To clarify particular terms that were used in this study, the following definitions

are provided:

1. Menu is a list of Thai dishes excluding beverages and desserts. These

   dishes are divided according to types of dishes: soup, stir-fried and spicy

   salad or by different types of meat: dishes of chicken, pork, meat and

   prawn.

2. The first class restaurant is the restaurant which contains at least 101 seats

   and is air-conditioned.

3. The second class restaurant is the restaurant which contains 51-100 seats

   and is air-conditioned.

4. The third class restaurant is the restaurant which contains not more than 50

   seats and is air-conditioned.

5. The fourth class restaurant is the restaurant which contains not more than

   50 seats and without air conditioning.

Chapter 2

Review of the Related Literature

This review of related literature focuses on three major areas: the process of translation, translation problems, and translation strategies. In the first part, the translation process proposed by translators and linguists as well as strong and weak points in each translation method is reviewed. Secondly, translation problems are discussed. Finally, strategies and solutions to cope with the translation problems are presented.

I The Process of Translation

According to Nida (1975) and Kade (1991), the process of translation can be divided into three steps. First, Nida (1975: 79-80) suggests that translators analyze the message of the source language and reduce it into its most simplest and structurally clearest forms, while Kade (Lorscher. 1991: 21) proposes that translators should decode the source text. Next, Nida suggests transferring it and restructuring it to the level in the receptor language which is most appropriate for the target audience whereas Kade suggests changing of the code and encoding the message into the target language.

In short, both Nida and Kade suggest that in translation process translators should analyze the source text, interpret the meaning, and transfer it into the target text.

In addition, in the process Nida (1964), Catford (1968), and Newmark (1982) propose two broad types of translation. Nida (1964: 159) distinguishes two types of equivalence: formal and dynamic equivalence. Catford (1965: 27) also distinguishes

two types: formal correspondence and textual equivalence while Newmark (1988: 39)

divides translation into two kinds: semantic and communicative translations.

According to Nida (1964), formal equivalence focuses on the message itself, in

both form and content. It concerns such correspondences as sentence-to-sentence,

and concept-to-concept. This type of translation aims to allow readers to understand as

much of the source language context as possible. Likewise Catford's (1965) formal

correspondence refers to the fact that the translator attempts to translate any target

language category such as unit, class structure, element of structure as closely as

possible to the source language category. Semantic translation proposed by Newmark

(1982) is similar to formal equivalence and correspondence because the translator

attempts to translate the exact contextual meaning of the original as closely as possible

to the semantic and syntactic structures of the source language. This type of

translation remains within the original culture. For example:

> It was morning, and the new sun sparkled gold across the
> ripples of a gentle sea. (Bach. 1994: 1)
> ตอนนั้นเป็นเวลาเช้า พระอาทิตย์แรกขึ้นได้ปิดทองระลอกระยับ
> ไปทั่วทั้งทะเลที่ไม่ มีคลื่น (Pramote. 1973: 1)
> Literal translation: That time was time early sun begin rise
> put gold sparkling all over the sea without wave.

The semantic and syntactic structures in the target language are as close as

possible to the source language. The target readers are expected to obtain the

meaning of the translated text.

On the contrary, dynamic equivalence proposed by Nida (1964), textual

equivalence proposed by Catford (1965) and communicative translation proposed by

Newmark (1988) have different points of view. According to Nida (1964), dynamic

equivalence emphasizes the principle of equivalent effects. In other words, this type of

translation aims to create a message for the target reader as closely as possible to the

message in the source language. Similarly, textual equivalence proposed by Catford

(1965) is an attempt to translate any target language form, which is observed, to be the

equivalent of a given source language form. Similar to dynamic equivalence and textual

equivalence, communicative translation proposed by Newmark (1982) is an attempt to

produce its target reader's effects as closely as possible to that obtained by the reader

of the original. This type of translation places a focus on the target reader who is not

familiar with difficulties or differences between his own culture and the source culture.

For example:

> It was morning, and the new sun sparkled gold across the
> ripples of a gentle sea. (Bach. 1994:1)
> เช้าแล้ว ดวงอาทิตย์ที่เพิ่งขึ้นสาดแสงสีทองไปทั่วผิวน้ำยาม
> ทะเลสวย (Kasetsiri. n.d.: 1)
> Back translation: Morning came. The rising sun shone gold
> sparkling all over the surface of beautiful sea.

Although the syntactic structures in the target language are different from the

source language, they can create a similar impact on the target reader's minds and

convey the meaning of the original without distorting the target language.

To sum up, from the above theories of translation, there are two different opinions, which derive from literal and free, faithful and beautiful, exact and natural. The way to choose an appropriate theory depends on whether the bias is to be in favor of the author or the reader, the source or the target language of the text. However, it should be noted that semantic translation proposed by Newmark (1988), formal equivalent proposed by Nida (1964) as well as formal correspondence proposed by Catford (1965) are similar because all translations aim to translate a target language text as literally, faithfully and exactly as possible to the source language text. On the contrary, communicative translation by Newmark (1988), dynamic- equivalent translation by Nida (1964) and textual translation by Catford (1965) are similar because all of them attempt to translate a text as freely, beautifully and naturally as possible and they strive to allow the reader to understand the text to its fullest.

However, word-for-word translation has some weaknesses. For example, St. Jerome (cited in Munday. 2001: 20) disdains the word-for-word translation because it follows so closely the form of the source text as to produce an absurd translation which hides the sense of the original. In addition, Luther (cited in Munday. 2001: 23) rejects word-for-word translation since it is unable to convey the same meaning as the source text and is sometimes incomprehensible. St. Jerome (cited in Munday. 2001: 20) supports the sense-for-sense translation because, despite its weaknesses, it allows the sense or content of the source text to be translated. Baker (cited in Munday. 2001: 21) also points out that sense-for-sense translation creates fluent target texts, which convey the meaning of the original without distorting the target language

It can be concluded that free translation, sense-for sense translation, dynamic

equivalence, textual equivalence, and communicative translation are more favorable

than literal translation or word-for-word translation because they can create similar

impacts on the target reader's mind without distorting the target linguistic structures.

II Translation Problems

The central problem of translation is finding target language translation

equivalents. There are many views presented by theorists and translators.

Catford (1965: 1-55) states that problems in translation happen when there is no

equivalence or replacement in the target language of source language items. The

problems are caused by linguistic and cultural factors.

(1) Linguistic problems appear when the target language has no corresponding

features for the source language texts. The problems take place when

some features occur only in the source language, but are absent in the

target language, so translators have difficulty translating such a special

structure into the absent patterns of the target language.

(2) Cultural problems occur when the cultural features in the source language

are absent from the culture of the target language. The translator has

difficulty trying to convey the cultural message from the original culture to

another in which that particular culture is not found.

In brief, Catford (1965) states that translation problems are caused by both

linguistic and cultural factors.

In support of Catford, Supol (1988: 65-71) also states that translation problems

occur because of culture, language structure and semantic field. Firstly, since each

nation has its own culture, translators do not know the culture of the source language

well enough, or if they do, they cannot translate it into the target language. Secondly,

languages originate from different language families, so they possess their own

individual linguistic structures. Thirdly, semantic field is relevant to the differences of

many words and expressions. According to Graddol (1994: 109), sometimes a

semantic field is divided up differently in different varieties within the same language. It

also reflects distinctions that are important in a particular community. For instance, in

some sheep-farming communities in mid-Wales, a field of sheep includes the words tup,

ewe, wether and hoggart. However, in non-farming communities, there are no

distinctions for sheep as many as there are in some sheep-farming communities.

Likewise, Baker (1992: 18) states that the more detailed a semantic field is in a given

language, the more different it is likely to be when compared to a related semantic field

in other languages. Moreover, Graddol (1994: 110) claims that languages differ in the

collocational ranges of their words. For instance, in English we distinguish between

wiping our nose, brushing our teeth and polishing our shoes, whereas in German the

term putzen can be used for all these activities. To sum up, the distinctions of semantic

field and collocation between languages cause translation problems.

In summary, according to Catford (1965), Supol (1988), Graddol (1994) and

Baker (1992), translation problems are caused by differences in cultural aspect,

language structure, semantic field and collocation between languages.

Likewise Catford (1965), Supol (1988) and Nida (1975: 185-190) propose that

translation problems occur because of noncomformities between words and thoughts.

Firstly, there are often no words for certain specific concepts. For instance, English

does not have separate terms for three kinds of aunts: mother's sister, father's sister

and the wife of an uncle. Secondly, people speaking the same language may have

different cultural viewpoints. For example, in Mexico a number of Indian communities

have given up their own native tongues and have adopted Spanish's, and they use a

different set of terms to talk about the same old concept. Finally, the limitations in the

specific vocabulary of a language are no indication that its speaker cannot make

detailed distinctions. For instance, all people are able to distinguish between an

amazing number of variations in color, but most languages have specific terms for only

a few color variations. Some languages of Africa have only three colors: black, white

and red.

In brief, nonconformities between words and thoughts are caused by distinctions

in meaning of words, cultural points of view and limitations in the specific vocabulary.

Similarly, Bassnett (2000: 32) in reference to Catford's theory, states that

untranslability results from linguistic untranslatability and cultural untranslatability.

Regarding linguistic untranslatabilty, it occurs when there is no lexical or syntactical

substitute in the target language for the source language item. For instance, in German

language, Um wieviel Uhr darf man Sie morgen wecken? is linguistically untranslatable

because the sentence structure does not exist in English. Yet it can be translated into

English if the rules of English structure are applied. A translator may translate this

sentence as <u>what time would you like to be woken tomorrow?</u> Linguistic

untranslatability is caused by differences in the source language and the target

language whereas cultural untranslatabity is caused by the absence of cultural aspect of

a relevant situation for the source language text in the target language. For example,

regarding Thai material culture such as ปั้นสิบ (Dumpling) and น้ำพริก (Shrimp Paste)

are absent in other cultures. Thus, both words are difficult to translate into other

languages.

In brief, it seems that problems in translation occur when there is no substitute

or equivalent word in the target language for a particular item. The above theorists and

translators agree that translation problems occur because of linguistic and cultural

factors.

According to the above early theories, it seems that translation problems are

caused by linguistic, semantic and cultural factors. However, Catford (1965), Supol

(1988), Nida (1975) and Bassnett (2000) identify problems of translation, which happen

because of language's distinctions, without giving details about what type each

distinction is. As a result, Baker (1992: 20-25) offers an explanatory account for non-

equivalence at word level. She states that non-equivalence at word level occurs

because the target language has no appropriate equivalence for a concept in the

source text. In addition, she classifies translation problems into eleven types, which

cover all linguistic, semantic and cultural aspects. Moreover, she identifies what type

each language distinction is. Thus, her explanatory which accounts for non-equivalence

at word level is more elaborated than other theorists and translators' views.

(a) Culture-specific concepts

The source-language item may indicate a concept which is unknown or rarely

understood in the target culture. The concept may be abstract or concrete such as a

religious belief, a social custom, or a type of food. For instance, the words น้ำพริกปลาทู

(Fish and Thai Dip), สาคูไส้หมู (Thai Dessert Made of Tapioca with Pork and Peanut

Filling), ลายรดน้ำ (Thai Drawing), น้ำมนต์ (Holy Water) and วันสงกรานต์ (Songkran Day,

the Thai Traditional New Year's Day) have no equivalents in many languages. Thus,

words that reflect such concepts are difficult to translate into other languages.

(b) The source-language concept is not lexicalized in the target language

The source-language item may indicate a concept which is understood in the target

culture but it is not lexicalized or not allocated with a target-language word to express it.

For instance, the word landslide has no ready equivalent in many languages, although it

simply means the slide of land or as an idiom overwhelming majority.

(c) The source-language word is semantically complex

Bolinger and Sears (cited in Baker. 1992: 22) explain that a single word which

consists of a single morpheme can reveal a more complex set of meanings than a whole

sentence. As a result, it is very hard to translate the source-language word which is

semantically complex into a language which does not have an equivalent for it. For

instance, the word arruacao, a Brazilian word, means clearing the ground under coffee

trees of rubbish and piling it in the middle of the row in order to aid in the recovery of

beans dropped during harvesting.

(d) The source and target language make different distinctions in meaning

Sometimes, the target language may have more or fewer distinctions in meaning than the source language, so it is very difficult for translators to choose the right equivalent. For instance, Indonesian makes a distinction between going out in the rain without the knowledge that it is raining (kehujanan) and going out in the rain with the knowledge that it is raining (hujan-hunanan). English does not make this distinction. If an English text referred to going out in the rain, the Indonesian translator might find it difficult to choose the right equivalent (Baker. 1992: 22).

(e) The target language lacks a superordinate

The target language sometimes may have specific words but no general word to identify the semantic field. For example, Russian has no equivalent for facilities meaning any equipment, building, service and so forth that are provided for a particular activity or purpose.

(f) The target language lacks a specific term (hyponym)

The target language may have general words but no specific ones because each language creates those distinctions in meaning according to its particular environment. For example, regarding the word house, English has a variety of hyponyms, which have no equivalents in many languages, such as bungalow, cottage, chalet, lodge, hut, mansion, manor, villa and hall.

(g) Differences in physical or interpersonal perspective

Physical perspective is concerned with things or people which are related to one another or to a place. It also refers to the relationship between participants in the

discourse. For example, Japanese has six equivalents for give, depending on who gives to whom, such as yaru, ageru, moru, kureru, itadaku and kudasaru.

(h) Differences in expressive meaning

Some words may have the same propositional meaning in both target and source languages, but sometimes they may have different expressive meanings. The translator can add the evaluative element by means of a modifier or adverb in case the target-language equivalent is neutral compared to the source-language item. It usually occurs with the items involving sensitive issues such as religion, politics and sex. For example, in some contexts to translate the English verb batter (as in child/wife battering) by the more neutral Japanese verb tataku, meaning to beat, plus an equivalent modifier such as savagely or ruthlessly.

(i) Differences in form

Prefixes and suffixes, which convey propositional and other types of meaning in English, often have no direct equivalents in other languages. Affixes that convey propositional meaning are easy to translate by means of a paraphrase but other types of meaning are difficult to translate by this means. For instance, English makes frequent use of suffixes such as -ish e.g. boyish, hellish and -able e.g. conceivable, drinkable. Arabic has no mechanism to produce such forms, so they are often replaced by an appropriate paraphrase such as can be retrieved for retrievable.

(j) Differences in frequency and purpose of using specific forms

Although a particular form has a direct equivalent in the target language, there may be a difference in the frequency and purpose in which it is used. English, for instance,

uses the continuous _-ing_ form to bind clauses much more frequently than other languages

which have equivalents for it, such as German and Scandinavian languages. Thus,

translating every _-ing_ form in an English source text with an equivalent _-ing_ form in a

German or Swedish target text would be unnatural.

(k) The use of loan words in the source text

The use of a loan word in the source text is a special problem in translation

because it is impossible to find a loan word with the same meaning in the target

language. For example, loan words such as <u>au fait</u>, <u>chic</u> and <u>alfresco</u> in English are

often used for their prestigious value because they can add an air of sophistication to

the text or its subject matter. This is often lost in translation because it is not always

possible to find a loan word with the same meaning in the target language.

In short, the main problems in translation involve culture, language structures

and semantics. However, it does not mean that it is impossible to translate one

language into another. Consequently, many professional translators try to find and

propose many strategies to cope with these problems as will be discussed in the next

part.

III Translation Strategies

A translation strategy, in a sense, is a problem-solving device which can be

applied when a translator is faced with a translation problem. There are many

translation strategies proposed by many theorists and translators as follows:

According to Saibua (1982: 67-69), the first strategy is finding components of

meaning for a non-equivalent word. For instance, there is no exact equivalent word for

ชาวนา in English, so translators must find equivalent words. Firstly, they must collect

relevant interesting words such as <u>farmers</u>, <u>peasants</u>, <u>agriculturists</u> and <u>rice growers</u>.

Secondly, translators should analyze components of the meaning of ชาวนา and the four

English words in order to find which word has similar components of meaning that

correspond as closely as possible with ชาวนา. Finally, they will probably find out that

<u>rice growers</u> has the most similar components of meaning to ชาวนา. The second

strategy is transferring an equivalent word in the target language and adding some

description. For example, the word <u>Christmas Eve</u> is translated as คืนวันก่อนวัน

คริสมาส (the night before Christmas). Another strategy is giving the definition in the

target language; for instance, the word <u>poll</u> in English does not have an equivalent in

Thai, so translators may translate it by giving a definition as <u>the total number of votes</u>

<u>recorded in an election.</u> In addition, Saibua (1982) also proposes other strategies to

cope with lack of an equivalent word such as translation by using loan words plus

explanation, using a more general word and omission. For instance, ปิ่นโต is translated

as <u>pinto, a multiple-decked food container with a handle</u> and ผีกระสือ is translated as

<u>ghost</u> or สาคูไส้หมู is translated as <u>dumpling</u>.

In brief, Saibua (1982) classifies six translation strategies to cope with a non-

equivalent word. These are finding components of meaning, transferring into the target

language word and giving some descriptions, providing a definition in the target

language, using a loan word plus explanation, using a more general word and omission.

Munday (2001: 38-39) also proposes translation strategies based on Nida's

approach regarding the nature of meaning. Some strategies conform to Saibua's

(1982). He claims that meaning consists of linguistic, referential (the denotative

"dictionary" meaning) and emotive (or connotative) meanings. Thus, he divides

translation strategies into the following three categories:

1) Hierarchical structure is the technique to determine referential and emotive

   meaning focusing on analyzing the structure of words and differentiating

   similar words in related lexical fields. This technique differentiates series of

   words according to their level, such as a superordinate animal and its

   hyponyms goat, dog, cow, etc.

2) Componential analysis is used to identify and discriminate specific features

   of a range of related words. The results can be plotted visually to assist in

   making an overall comparison. One example is the plotting of relationship

   terms (grandmother, mother, cousin, etc.) according to the values of sex

   (male, female), generation (the same, one, two or more apart) and linearity

   (direct ancestor, descendant or not). This technique is useful for a translator

   working with languages that have very different kinship terms.

3) Semantic structure analysis is the technique to identify the meaning of a

   word or concept by placing it into a specific context which can be

   understood by the target reader. For example, the different meanings of

   spirit (demons, angels, gods, ghost, ethos, etc) should be classified

   according to their characteristics (human vs. non-human, good vs. bad, etc.)

In short, Munday (2001) suggests coping with translation problems by climbing

up to the high level of semantic field. It is similar to translation by using a more general

word (superordinate) proposed by Baker (1992). The second strategy is deleting specific features of a range of related words. It can be compared with translation by using more neutral/less expressive meaning words as proposed by Baker (1992). The last strategy is classifying the different meanings of words according to their distinct characteristics.

Larson (1984: 158) emphasizes lexical equivalents involving generic or specific terms, which are similar to Saibua's (1992) and Munday's (2001) proposals. He claims that sometimes the source language has a specific term for which the receptor language has a more generic term. If the contrastive components of the specific term in the source language are not found in the target language, the generic term may serve very well as a translation equivalent. The generic word may be modified with a descriptive phrase to add any contrastive components, which are needed for a clear understanding of the source language lexical item. For instance, the word bread in English is a specific word which may be unknown in some target cultures. Thus, it would be quite proper in a translation to use a more generic word food instead of bread. In addition, Larson (1984: 163) states that it is very hard to find lexical equivalents for objects and events which are not known in the receptor culture; therefore, there is no word or phrase in the receptor language, which is easily available for the translation. As a result, he purposes three basic alternatives to find an equivalent expression in the receptor language: translation by a generic word with a descriptive phrase, a loan word or a cultural substitute. For instance, the word island is translated as land surrounded by water (a generic word with a descriptive phrase), the word John is translated as a

man named John (loan word) and the word fox is translated as hyena in Africa (cultural

substitute).

In brief, Larson (1984) suggests coping with lexical equivalents problem by using

a generic word instead of a specific word, using a generic word with a descriptive

phrase, using a loan word and using a cultural substitution.

However, the above translation strategies do not cover every aspect of translation

problem. Baker's (1992) translation strategies are very broad because she combines a

number of strategies from many professional translators. Consequently, it would be

suitable to bring Baker's (1992) strategies to cope with non-equivalence at word level.

There are eight strategies as follows:

(a) Translation by a more general word (superordinate)

The easiest way to deal with many types of non-equivalence especially

propositional meaning is to go up a level in a given semantic field to find a more

general word that covers the core propositional meaning of the missing hyponym in the

target language. For example, the word สีม่วงดอกรัก (purple color of a kind of flower) is

translated as purple, crimson.

(b) Translation by a more neutral/ less expressive word

The translator may replace non-equivalents by near-equivalents which are both less

expressive and more formal or may retain the expressive meaning by adding a modifier.

For example, the word exotic has no equivalent in Chinese and other oriental languages. It

is a word used by Westerners to refer to unusual, interesting things which come from a

distant country such as China. The orient does not have a concept of exotic in this sense

and what the expressive meaning relating to it, so this word can be translated as <u>strange</u> or <u>unique</u>.

(c) Translation by cultural substitution

The translator may solve this problem by replacing a culture-specific item or expression with a target-language item which has a similar impact on the target reader but does not have the same propositional meaning. Thus, the reader will be able to conceptualize something he or she can identify with. For instance, the word "ทอดกฐิน" is translated as a <u>religious ceremony in which a robe is offered to a monk</u> or the word วันเข้า พรรษา is translated as <u>Buddhist lent</u> (Thep-Ackrapong. 1994: 20).

(d) Translation using a loan word or loan word plus explanation

The translator should explain the loan word by modifying a superordinate/general word or use the inverted commas to describe it. For example, the word ปั้นสิบ is translated as <u>Pansib: Dumpling</u> or the word น้ำพริก is translated as <u>Nam Prik: Shrimp Paste</u> (Thep-Ackrapong. 1994: 18).

(e) Translation by paraphrase using related words

If the concept expressed by the source item is lexicalized in the target language but in a different form, the translator should translate by paraphrase using a related word. For example:

> The source text: The rich and <u>creamy</u> KOLESTRAL-SUPER
> is easy to apply and has a pleasant fragrance.
> Target text (Arabic): Kolestral-super is rich and concentrated
> in its make-up which gives a product <u>that resembles cream</u>
> (Baker. 1992: 37).

(f) Translation by paraphrase using unrelated words

If the concept expressed by the source item is not lexicalized in the target

language, the translator should translate by paraphrase modifying a superordinate.

To sum up, the main advantage of the paraphrase strategy is to achieve a high

level of precision in specifying propositional meaning. However, this strategy has two

disadvantages. Firstly, a paraphrase does not have the status of a lexical item and cannot

convey expressive, evoked, or associative meaning. Secondly, it is awkward to use

because it must fill a one-item slot with an explanation consisting of several items. For

example:

> The source text: The lower mixed broadleaf forests are
> the areas most <u>accessible</u> to and disturbed by Man.
> The target text (back-translation from Chinese): The mixed
> broadleaf forests of the lowland area are the places <u>where</u>
> <u>human beings enter most easily and interfere most</u> (Baker.
> 1992: 40).

(g) Translation by omission

The translator can omit translating a word or expression if the meaning conveyed

by this particular item or expression is not clear enough and a lengthy explanation would

prove to be too distracting. For example:

> The source text: The panda's mountain home is rich in
> plant life and <u>gave us</u> many of the trees.
> The target text (back-translated from Chinese): The mountain
> settlements of the panda have rich varieties of plants.

The source text addresses a European audience, and the use of <u>gave up</u> highlights

its intended orientation. The Chinese translation addresses a different audience and

therefore suppresses the orientation of the source text by omitting expressions which betray

its original point of view (Baker. 1992: 41).

(h) Translation by illustration

If the text has to be kept short and concise or sometimes the word lacks an

equivalent in the target language, the translator may translate it by using an illustration.

In brief, Baker (1992) proposes eight translation strategies: translation by a more

general word (superordinate), a more neutral/less expressive word, cultural substitution, a

loan word or loan word plus explanation, paraphrase using a related word, paraphrase

using unrelated words, omission and illustration.

In summary, the related literature has been divided into three main parts: the

processes of translation, translation problems and translation strategies. In terms of the

processes of translation, they are classified into two types: word-for-word and sense-for-

sense translation. However, it seems that sense-for-sense is more favorable than word-for-

word translation. Regarding translation problems, they are caused by linguistic, semantic

and cultural inequivalence. In addition, many theorists and translators propose many

translation strategies to cope with translation problems. The strategies are proposed by

Saibua (1982), Munday (2001), Larson (1984) and Baker (1992). Since Baker's (1992)

strategies are more elaborate than other theorists, they are applied in this research.

Chapter 3

Methodology

This research study was undertaken in the following steps:

1. Accumulation of Data

    1.1)   The data were obtained from 100 restaurants located in foreigners' living quarters in Bangkok.

    1.2)   After obtaining all randomly selected 100 restaurant menus, 40 restaurant menus were randomly selected. According to Kitpreedaborisut (1978: 54), 25% or above of the original sample was a satisfactory number for research.

    1.3)   Forty restaurant menus were categorized into four classes of restaurants according to the number of seats and the presence or absence of air-conditioning.

2. Information Analysis

The data were analyzed as follows:

    2.1)   After the 40 menus had been categorized into four classes, they were analyzed to find translation strategies within Baker's (1992) theoretical framework from the first class to the fourth class of restaurant.

    2.2)   Each type of translation strategy used in each class of restaurant was calculated in percentages as follows:

$$\frac{\text{Frequency of each type of translation strategy}}{\text{Total number of frequency of translation strategies}} \times 100$$

The results showed the percentage of each type of translation strategy used in each class of restaurant.

    2.3)   All the 40 restaurant menus were analyzed to find the frequency of each translation strategy to give an overview of the translation strategies used in Bangkok.

    2.4)   The frequency of each type of translation strategy found in all 40 restaurant menus was also calculated in percentages.

    2.5)   Each translation strategy found was discussed and exemplified from the most to the least frequent strategy.

  In short, the procedures of research were divided into two sections. In the first section, 40 restaurant menus from 100 restaurants in Bangkok were randomly selected. Then, they were categorized into four classes of restaurants. In the second part, the frequency of the types of translation strategies found in each class of restaurant were analyzed. Next, the frequency of the types of strategies used in all the 40 restaurant menus were analyzed to give an overview of translation strategies used in Bangkok. Finally, each translation strategy found from the most to the least frequent strategy was discussed and exemplified. It should be noted that some of all grammatical errors and misspellings were edited because this research aimed to study only translation strategies.

Chapter 4

Findings and Discussion

This chapter reveals the findings of the translation strategies used in 40 Thai

restaurant menus. First, the restaurants were divided into four classes. The first class

restaurant was air-conditioned with over 100 seats while the second class had 51-100

seats. The third class had fewer than 50 seats and was air-conditioned while the fourth

class had the same number of seats but was without air conditioning. The

characteristics of each class of restaurant are shown in table 1. Baker's (1992)

theoretical framework was applied to the menus to analyze translation strategies.

However, it was found that the nine translation strategies proposed by Baker (1992)

were too short to cover all translating strategies found in the restaurant menus.

Therefore, some strategies must be added to in this study in order to cope with all the

translation problems. As a result, three new strategies were found such as translation

by cultural substitution plus adding information or translation by using a more specific

word or back translation from a loan word. Moreover, it was found that sometimes two

or three strategies proposed by Baker (1992) must be applied together in order to make

the translation more understandable such as translation by cultural substitution plus

translation by a more general word or translation by cultural substitution plus a more

general word plus adding information. However, some strategies such as translation by

paraphrase using related words and translation by paraphrase using unrelated words

were not found in this study. After that, the frequency of translation strategies found in

each class of restaurant menus was analyzed and is shown in table 2. Finally, the frequency of translation strategies found in all the 40 restaurant menus were discussed and exemplified. This is shown in table 3.

In short, this chapter consists of three tables. Firstly, the characteristics of each class of restaurant are shown in table 1. Secondly, the frequency of translation strategies found in each class of restaurant is shown in table 2. Finally, the frequency of all translation strategies found in the 40 restaurant menus is shown in table 3. Under each table, the findings are discussed.

Table 1 The Characteristics of Each Class of Restaurant

Types of Restaurants	Total Number of Restaurant Found	Air-conditioned		Seat		
		Yes	No	0-50	51-100	101-500
The first class	6	√				√
The second class	12	√			√	
The third class	14	√		√		
The fourth class	8		√	√		

According to table 1, the 40 restaurants were divided into four classes according to the amount of seating and presence of air-conditioning. Six restaurants fell into the first class category, 12,14 and 8 in the second, third and fourth classes respectively.

The first class restaurant contained at least 101 seats and was air-conditioned while the second class contained at least 51-100 seats and was also air-conditioned. The third class restaurant contained not more than 50 seats and was air-conditioned while the fourth class contained the same number of seats but was without air conditioning.

Next, the menu translation strategies used in the four different classes of restaurants are presented in table 2.

Table 2 Translation Strategies Found in Each Class of Restaurant Menus

Type of Translation Strategy	First		Second		Third		Fourth	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
1. Cultural substitution	358	46.4	284	35.8	273	41.4	175	32.5
2. Literal	180	23.2	203	25.6	182	27.6	149	27.7
3. Loan word plus explanation	115	15.0	185	23.3	98	14.8	86	16.0
4. Loan word	15	2.0	9	1.1	22	3.3	19	3.5
5. Literal + Add information	16	2.1	30	3.8	18	2.7	24	4.5
6. Cultural substitution + Loan word	7	0.9	9	1.1	7	1.1	14	2.6
7. Cultural substitution + More general word	25	3.3	18	2.3	6	0.9	5	0.9
8. More neutral word	-	-	4	0.5	-	-	1	0.2
9. More general word	22	2.9	6	0.8	6	0.9	2	0.4
10. Cultural substitution + Add information	4	0.5	5	0.6	7	1.1	22	4.1
11. Loan word + More neutral word	-	-	3	0.4	-	-	1	0.2
12. Cultural substitution + Illustration	-	-	16	2.0	-	-	-	-
13. Loan word + Add information	1	0.1	2	0.3	-	-	7	1.3
14. Cultural substitution + More general word + Add information	3	0.4	1	0.1	3	0.5	-	-
15. More general word + Add information	2	0.3	-	-	2	0.3	-	-
16. Loan word plus explanation + Illustration	-	-	-	-	-	-	5	0.9
17. More specific word	5	0.7	3	0.4	2	0.3	5	0.9
18. Back translation from loan word + More specific word	3	0.4	-	-	2	0.3	-	-
19. Back translation from loan word	9	1.2	11	1.4	9	1.4	10	1.9
20. Back translation from loan word + Cultural substitution	2	0.3	-	-	6	0.9	-	-
21. Cultural substitution +More specific word	2	0.3	-	-	-	-	5	0.9
22. Back translation from loan word plus explanation	-	-	4	0.5	-	-	7	1.3
23. Back translation from loan word + Cultural substitution + add information	-	-	-	-	2	0.3	1	0.2
24. Literal + Omission	-	-	-	-	15	2.2	-	-
Total	769	100	793	100	660	100	538	100

In table 2, in the first class restaurant, of all the 769 menu lists, 17 strategies

were found. Translation by cultural substitution was the most frequently found (46.4%)

such as ข้าวตังหน้าตั้ง (Crispy Rice Crackers with Ground Pork and Shrimp Dip). Literal

translation such as ข้าวผัดหมู (Fried Rice with Pork) was found to be as the second

most frequent strategy (23.2%) and translation using a loan word plus explanation such

as เมี่ยงตะไคร้กุ้งสด (Mieng Ta-Krai Kung Sod: Spicy Shrimp Salad with Lemon Grass)

as the third most frequent strategy (15%).

In the second class, among 793 menu lists, 17 strategies were found. Translation

by cultural substitution such as ต้มข่าไก่ (Chicken in Coconut Cream Soup) was found to be

the most frequent (35.8%). Literal translation such as ข้าวต้มหมู (Boiled Rice with Pork)

and translation using a loan word plus explanation such as ผัดไทย (Phad Thai: Thai Style

Fried Noodles) were the second (25.6%) and the third most frequent strategies used

(23.3%).

In the third class restaurant, among 660 menu lists, 17 strategies were found.

Translation by cultural substitution such as ผัดซีอิ๊วหมู (Chinese Noodles Fried with Soybean

Sauce and Pork) was the most frequently found (41.4%). The second was literal

translation (27.6%) such as ข้าวราดพริก (Fried Rice with Chili) and the third was translation

using a loan word plus explanation (14.8%) such as แกงเลียง (Kaeng Liaan: Spicy

Vegetable Soup).

In the fourth class restaurant, of all the 538 menu lists, 18 strategies were found.

Translation by cultural substitution such as แพนงเนื้อ (Fried Beef with Coconut and Curry)

was the most frequently found (32.5%). Literal translation such as ผัดผักรวม (Fried Mixed

Vegetables) was found to be as the second most frequent strategy (27.7%) and translation

using a loan word plus explanation such as ผัดเปรี้ยวหวานหมู (Phad-Priew-Wan-Moo: Fried

Sweet and Sour Pork) as the third most frequent (16%).

Overall, according to the results shown in table 2, it was found that translation

by cultural substitution was the most frequently used strategy. Since food significantly

reflects culture in each nation, cultural differences between Thai and English cause non-

equivalent words such as แกงเขียวหวาน (Green Curry), แหนม (Preserved Sour Pork)

and ยำ (Spicy Salad). As a result, translation by cultural substitution is the most

appropriate strategy to solve this kind of problem because, with this strategy, the

translator can create a similar impact on the target reader. For example, salad is used

because Westerners are familiar with it in their cultures. Therefore, it can be used to

substitute ยำ (Spicy Salad) in Thai. Thus, the target reader receives a concept or

characteristics of each type of Thai food that is translated.

In the second most frequent strategy, literal translation was found. This kind of

translation strategy is suitable for translation in which both source and target languages

have a similar concept of meaning. The menu translator can literally translate the

names of food without distorting the meaning. In other words, this method is used

when it is possible to build relevant features into the target text such as ไก่ทอด (Fried

Chicken) and กุ้งอบเกลือ (Baked Salted Shrimp).

In the third most frequent strategy, translation by using a loan word plus

explanation was found. A loan word is used because some types of Thai food have no

exact equivalence in other cultures, so translators must translate them as loan words.

However, translators add some explanations after loan words in order to produce a clear picture or to show the characteristics of those foods. For example, ส้มตำ is translated as <u>SOM TAM: Spicy Papaya Salad</u>. As a result, with the strategy of using a loan word plus explanation, the Westerners can better conceptualize the dish.

In short, it can be concluded that no matter what class the restaurant was, the most frequent strategies found were the same in each class. That is the most to the least frequent strategies were translation by cultural substitution, literal translation and translation using a loan word plus explanation.

Table 3 Translation Strategies Found in 40 Restaurant Menus

Type of Translation Strategy	Frequency	Percentage
1. Cultural substitution	1090	39.5
2. Literal	714	25.9
3. Loan word plus explanation	484	17.5
4. Loan word	65	2.4
5. Literal + Add information	88	3.2
6. Cultural substitution + Loan word	37	1.3
7. Cultural substitution + More general word	54	2.0
8. More neutral word	5	0.2
9. More general word	36	1.3
10. Cultural substitution + Add information	38	1.4
11. Loan word + More neutral word	4	0.1
12. Cultural substitution + Illustration	16	0.6
13. Loan word +Add information	10	0.4
14. Cultural substitution + More general word + Add information	7	0.3
15. More general word + Add information	4	0.1
16. Loan word plus explanation + Illustration	5	0.2
17. More specific word	15	0.5
18. Back translation from loan word + More specific word	5	0.2
19. Back translation from loan word	39	1.4
20. Back translation from loan word + Cultural substitution	8	0.3
21. Cultural substitution + More specific word	7	0.3
22. Back translation from loan word plus explanation	11	0.4
23. Back translation from loan word + Cultural substitution + Add information	3	0.0
24. Literal + Omission	15	0.5
Total	2,760	100.0

Table 3 reveals 24 translation strategies used in all 40 restaurant menus

studied. Each strategy found is discussed and exemplified to see how translators deal

with problems of non-equivalents in translating restaurant menus. The discussion

ranges from the most to the least frequently used strategies.

1. Translation by Cultural Substitution

แหนมทรงเครื่อง: **Spicy Northern Thai Sour Pork**

แหนม (Preserved Sour Pork) is one type of Thai food which has no equivalent in

other cultures, so the translator must apply the strategy of translation by cultural substitution

to address this problem. The translator describes the word แหนม as one kind of sour pork

served in the north of Thailand. The target readers who do not have background

knowledge about แหนม (Preserved Sour Pork) form a concept that this type of food is

made of pork. In addition, the translator translates the word ทรงเครื่อง as <u>Spicy</u>. The

translation <u>Spicy Northern Thai Sour Pork</u> seems to be a successful translation strategy

because it can cover the meaning of the Thai original word.

ยำวุ้นเส้น: **Spicy Vermicelli Salad**

Both the concepts <u>ยำ</u> (Spicy Salad) and <u>วุ้นเส้น</u> (Vermicelli) are absent in the target

culture. The translator replaces the word <u>ยำ</u> with <u>Spicy Salad</u>. In English culture, salad is

a mixture of raw vegetables served cold either with a main dish or especially with added

food or as a main dish on its own. Thus, the translator introduces to the target readers that

<u>ยำ</u> is one kind of salad which is spicy, so the target readers can get a clear picture of <u>ยำ</u>

(Spicy Salad) by referring it to their own salad. In addition, the word <u>วุ้นเส้น</u> (Vermicelli) has

no equivalent in the target culture. Thus, <u>วุ้นเส้น</u> is replaced with <u>Vermicelli</u> which is based

on a cultural substitution. It is a kind of Italian pasta which comes in thin strings. This

characteristic is similar to วุ้นเส้น (Vermicelli). However, Vermicelli is made of flour while วุ้น

เส้น is made of green bean flour. Most foreigners are familiar with Vermicelli, so they can

identify the characteristic of วุ้นเส้น by comparing it with Vermicelli.

ข้าวตังหน้าตั้ง: Rice Crackers with Pork and Coconut Sauce

This type of food has no equivalent in the target language. It is totally unknown in

the target culture. Thus, the translator selects the cultural substitution. Rice crackers are

apparently well known in the West. As a result, the reader knows immediately that these

crackers are small thin biscuits made of rice. Since they are unsweetened, they must be

eaten with a sauce made of coconut and pork. As a result, with this translation strategy,

the target reader can perceive the characteristics of this type of food.

ขนมปังหน้าหมู: Fried Canapas with Pork

ขนมปังหน้าหมู (Fried Bread with Minced Pork and Eggs) has no direct equivalent in

the target language, so it is replaced by Canapas or Canape, which is a small piece of

bread spread with cheese, fish, or meat and usually served with drinks at a party,

(Summers. 1991: 139). The target reader is familiar with this kind of food, so s/he can

roughly imagine the picture of ขนมปังหน้าหมู (Fried Bread with Minced Pork and Eggs)

which is similar to Canape. In addition, the menu translator explains that this type of food

is fried. However, the translation is not explicit enough. Thus, it is further explained that

ขนมปังหน้าหมู is a piece of fried bread which is topped with some ground pork mixed with

eggs and some Thai spices. Therefore, the target reader can perceive that ขนมปังหน้าหมู

(Fried Bread with Minced Pork and Eggs) is similar to the Canape but it is different in the

method of cooking and in taste.

ต้มข่าไก่: Hot and Sour Chicken Soup with Coconut Milk

ต้มข่า (Boiled Chicken with Galingale and Coconut Milk) lacks equivalence at the

word level in the target language. Thus, the translator translates ต้มข่า (Coconut Milk with

Galingale) as a kind of soup which is familiar to the target reader. In addition, the soup is

spicy and is mixed with coconut milk. Therefore, the target reader can conceptualize ต้มข่า

(Coconut Milk with Galingale). Then, the translator explains more about the method of

cooking. The soup is added with a Thai spice called galingale, which is similar to ginger, to

produce a pleasant odour and to cover the unpleasant chicken smell.

In short, with the strategy of a cultural substitution, the target readers can

conceptualize the characteristics of many types of Thai food by referring them to the

familiar characteristics of their own food.

2. Literal Translation

ไก่ทอด: Fried Chicken

The strategy of literal translation is used in both words ไก่ as Chicken and ทอด as

Fried because both words are universal. There is no translation problem here because the

target reader can understand immediately what the words Fried and Chicken mean. Thus,

ไก่ทอด (Fried Chicken) can be translated literally.

กุ้งอบเกลือ: Baked Salted Shrimp

The words กุ้ง, อบ, เกลือ can be translated as <u>Shrimp</u>, <u>Baked</u>, and <u>Salted</u> respectively. The method of literal translation is appropriate because these three words are universal. As a result, it is not a complicated problem for the translator to translate this type of food.

ข้าวผัดผักรวม: Fried Rice with Mixed Vegetables

The target language has appropriate equivalence for these words. For example, ข้าวผัด is translated as <u>Fried Rice</u>, and ผักรวม as <u>Mixed Vegetables</u>. Therefore, with this strategy, the translator can present clear characteristics of this type of food to the target reader.

หมูทอดกระเทียมพริกไทย: Fried Pork with Garlic and Pepper

The words หมู, ทอด, กระเทียม and พริกไทย can be translated as <u>Fried, Pork, Garlic and Pepper</u> respectively. This method of literal translation is applied because these words are widespread and well-known. In addition, this type of food is cooked easily. Moreover, the ingredients of this dish such as garlic and pepper are common place. As a result, the translator selects an appropriate strategy to deal with this type of translation.

ปลาหมึกผัดไข่เค็ม: Fried Squid with Salted Eggs

In translating ปลาหมึกผัดไข่เค็ม as <u>Fried Squid with Salted Eggs</u>, the strategy of literal translation is used because there is no translation problem here. The target reader

can identify at once that this fried dish is made of squid and eggs which are preserved with

salt.

In brief, some types of Thai food can be translated literally because there are no

problems involving non-equivalents at the word level. Thus, with the strategy of literal

translation, the target readers can understand the names of different kinds of Thai food

easily.

3. Translation Using a Loan Word Plus Explanation

ต้มยำกุ้ง: (TOM YUM KUNG) Hot and Sour Shrimp Soup with Lemongrass, Fresh

Chilies and Mushrooms

The word ต้มยำกุ้ง (Hot and Sour Shrimp Soup) is translated using loan words as

TOM YUM KUNG, because they have no equivalent in the target language. However, this

kind of food is a favorite among people around the world. Most foreigners can identify

immediately the characteristics of this dish. However, the translator wants to add some

explanations after the Thai loan words in order to introduce it to someone who does not

really know it. S/he uses loan words plus explanation to translate ต้มยำกุ้ง as Hot and Sour

Soup with Lemongrass, Fresh Chilies and Mushrooms.

In short, translation by using a loan word plus explanation is a very successful

strategy because the target reader can clearly perceive the characteristics of the dish.

ผัดไทย: (PAD-THAI) Fried Noodles with Vegetables, Tofu and Dry Shrimp

Likewise, ผัดไทย (Fried Noodles Without Meat) is as famous as ต้มยำกุ้ง (Hot and Sour Shrimp Soup), so the translator uses the same strategy to translate it. The translator uses Pad Thai as Thai loan words to translate this dish into English. In addition, s/he adds more explanations. ผัดไทย is described as Fried Noodles with Vegetables, Tofu and Dry Shrimp. The word tofu (bean curd) is well-known in the West. Thus, with the translation by using a loan word plus explanation, foreigners can see what this type of food looks like and what the ingredients are.

ส้มตำ: (SOM TAM) Typical Thai Spicy Papaya Salad (Green Papaya) Including Tomato, Long Green Bean, Chili, Lime and Fish Sauce

ส้มตำ (Spicy Papaya Salad) is another famous Thai dish because it is served in many Thai restaurants in foreign countries. The translator uses SOM TAM as Thai loan words into English. In addition, the translator adds more cultural substitutions explaining that SOM TAM is a kind of spicy salad which is made of green papaya, tomatoes and long green beans. Moreover, it is very spicy because it is mixed with fish sauce, lime and fresh chilies. With this explanation, the target reader can see its characteristics clearly and what spices are used. However, it should be noted that some errors occur in translating. The ingredients of ส้มตำ (Spicy Papaya Salad) should be corrected into plural forms such as tomatoes, long green beans and chilies instead of singular forms.

เมี่ยงปลาช่อน: (MIANG PLA CHON) Fried Snake-Head Fish with Aromatic Herbs Wrapped in Leaves

The food เมี่ยงปลาช่อน (Spicy Snake-Head Salad) is translated using Thai loan words into English as <u>MIANG PLA CHON</u> because they have no equivalents in the target language. It should be noted that <u>MIANG PLA CHON</u> cannot be used as loan words without explanation because it is not well-known among people around the world. Thus, the menu translator adds some explanations after the Thai loan words in order to introduce the food item to foreigners who are not familiar with it. S/he uses a cultural substitution to clarify เมี่ยงปลาช่อน as <u>Fried Snake-Head Fish with Aromatic Herbs Wrapped in Leaves.</u> With some added information, the target readers can clearly perceive the characteristics of the food and its odour. However, the taste is not included. S/he should have explained that the food is sour and spicy.

แกงส้ม: (Geng Som) Spicy Sweet and Sour Vegetable Soup with Shrimp

The curry แกงส้ม (Spicy Tamarind Soup) is a well known and favorite dish among Thai people. However, other people especially those from the West have no idea about this dish. As a result, it is hard to translate the word because it has no exact equivalent, so the strategy of using a Thai loan word into English plus explanation is applied. แกงส้ม (Spicy Tamarind Soup) is translated using loan words <u>Geng Som</u>. Moreover, the translator elucidates <u>Geng Som</u> that it is a kind of vegetable soup which is spicy, sweet and sour. As a result, with this translation strategy, the target reader can perceive the characteristics of this type of food.

In brief, with the strategy of using a Thai loan word in English plus explanation, the target readers can see a clear picture and also identify the characteristics of some unfamiliar Thai dish.

4. Translation Using a Loan Word

แกงเขียวหวานไก่: GANG KYO WAN GAI

Gang Kyo Wan Gai is a famous curry of Thailand. It has no equivalent in other cultures. The equivalent used in the translation is Gang Kyo Wan Gai as Thai loan words, without explanation. However, it seems that the loan words without explanation may confuse the readers who are not familiar with this type of curry. An explanation should be added -- แกงเขียวหวานไก่ as Gang Kyo Wan Gai (Green Curry Chicken), so that the reader can understand it better. In short, with the strategy of using only a loan word, it may confuse the target readers. Thus, it is better to add some explanations after the Thai loan words.

5. Literal Translation + Adding Information

ปีกไก่ยัดไส้ทอด: Deep Fried Chicken Wings Stuffed with Mince Pork and Shrimp

Actually, ปีกไก่ยัดไส้ทอด can be translated literally as Deep Fried Chicken Wings Stuffed because every word is universal. However, the word stuffed must be placed before the word wings. Therefore, the strategy of the literal translation is appropriate because both the source and target languages have a similar concept of meaning. However, the menu translator adds more details to clarify this dish. Consequently, the target readers can

perceive that the chicken wings are stuffed with minced pork and shrimp. It should be

noted that there is a grammatical error in translating the word mince pork. It should be

translated as minced instead of mince.

6.Translation by Cultural Substitution + Translation Using a Loan Word

ยำเต้าหู้: Spicy Tofu Salad

ยำเต้าหู้ (Spicy Bean Curd Salad) is translated by applying a cultural substitution

and a loan word. ยำ is translated as Spicy Salad, which is a cultural substitution. The

menu translator describes that ยำ is a kind of salad which is spicy, so it sounds familiar to

the target reader. In addition, s/he selects the strategy of using a loan word to translate

เต้าหู้ as Tofu. Actually, the translator may translate เต้าหู้ as Bean Curd, a cultural

substitution, but s/he decides that the word Tofu is well known among Westerners

nowadays. Therefore, เต้าหู้ is translated as Tofu as a loan word on its own, without an

explanation.

7. Translation by Cultural Substitution + Translation by a More General Word

ปลาเก๋าสามรสทอด: Fried Fish in Chili Sauce

The menu translator selects two strategies to translate ปลาเก๋าสามรสทอด (Fried

Grouper with Three Flavors). The first strategy is translation by using a more general

word. Translating ปลาเก๋า (Grouper) as Fish illustrates the use of a superordinate instead

of Grouper, the hyponym. The second strategy is translation by cultural substitution. The

word สามรส (Three Flavors: Sweet, Sour and Salty) is replaced by Chili Sauce which does

not have the same propositional meaning of the original, but it has a similar impact on the target readers. <u>Chili Sauce</u>, is apparently well known in many cultures. Thus, the translator selects this strategy to introduce the familiar characteristics of <u>Chili Sauce</u> to the target readers.

8. Translation by Using a More Neutral/Less Expressive Word

แกงป่าไก่: **Chicken Jungle Curry**

<u>แกงป่าไก่</u> (Spicy Curry with Chicken) is another famous curry of Thailand. It has no equivalent in other cultures. The menu translator replaces the word แกง with <u>Curry</u>, which is using a more neutral word and ป่า with <u>Jungle</u> which is a literal translation. <u>Curry</u> is a neutral word that represents many kinds of thick hot tasting liquids consisting of meat and vegetables. S/he should explain that แกงป่า (Spicy Curry) is a kind of curry but it is not mixed with coconut milk. However, it should be noted that the strategy of literal translation is not appropriate to translate ป่า as <u>Jungle</u> because it does not make foreigners understand it better. Thus, it would be better to translate แกงป่า as <u>Spicy Curry without Coconut Milk</u> instead of <u>Jungle Curry</u>.

9. Translation by a More General Word (superordinate)

ผัดผักบุ้ง: **Stir-Fried Morning Glory**

The concept of a vegetable ผักบุ้ง (Morning Glory) is notoriously difficult to translate into the target language, so the menu translator chooses the commonest strategy of using a more general word to deal with this non-equivalent word. The translator uses <u>Morning</u>

Glory to illustrate the use of a general word to cover a relative lack of hyponym in the

target language. With the word Morning Glory, the target reader knows immediately that

ผักบุ้ง is a member of the climbing plant family which yields blue flowers. As a result, s/he

can broadly identify the characteristics of this Thai vegetable.

10. Translation by Cultural Substitution + Adding Information

ไข่เยี่ยวม้าผัดพริก: **Stir-Fried Preserved Eggs with Chilies and Basil Leaves**

The word ไข่เยี่ยวม้า (One-Thousand Years' Eggs) is mostly unknown to

Westerners, so the menu translator selects the strategy of cultural substitution to give them

a concept with which they can identify. ไข่เยี่ยวม้า is translated as Preserved Eggs. With

this strategy, the target readers can imagine that these eggs are treated in such a way that

they can be kept a long time. The word พริก is literally translated as Chilies. In addition,

the translator adds some information informing that the dish is fried with basil leaves. To

sum up, with both strategies, the target readers can identify the characteristics of this dish

including its taste.

11. Translation Using a Loan Word + Translation by a More Neutral/Less Expressive

   Word

แพนงเนื้อ: **Panang Curry with Beef**

The menu translator uses two strategies which are translating using a loan word

and translation by a more neutral word to translate แพนงเนื้อ (Curry with Beef). S/he uses

Panang as a loan word. With the strategy of using a loan word without explanation, the

target readers may not perceive the characteristics of the dish. As a result, s/he should have used the strategy of using a more neutral word to clarify that Panang is a kind of Curry.

12. Translation by Cultural Substitution + Translation by Illustration

พล่าปลาช่อน: Snakehead Fish with Spicy Local Salad

พล่า (Phla: Spicy Salad) and ปลาช่อน (Serpent-Head Fish) are Thai foods that have no equivalents in other cultures, so the menu translator applies the strategy of translation by cultural substitution to address this problem. The translator describes the word พล่า as a kind of Thai local salad which is spicy. However, the translation cannot cover the original meaning of พล่า (Phla) that it is different from ยำ (Yum: Spicy Salad). S/he should have explained that พล่า (Phla) is different from ยำ (Yum: Spicy Salad) because it is mixed with stir-fried ground rice. Thus, it looks stickier than ยำ. In addition, the meat used in cooking พล่า (Phla) is quite raw while ยำ (Yum: Spicy Salad) is well done. Next, s/he describes that ปลาช่อน (Serpent-Head Fish) is one kind of fish whose head looks like a snake. Thus, the target reader can get the concept by referring the food to their local salad and fish. In addition, the translator selects the strategy of translation by illustration. The dish is presented in a picture. At last, with both strategies, the target readers have no doubts about this dish because they see both the picture and its explanation at the same time.

13. Translation Using a Loan Word + Adding Information

ต้มยำปลา: Tom Yum with Fish and Mushrooms

ต้มยำ (Tom Yum) is a famous Thai dish because most foreigners know it, so it is

translated using loan words into English as Tom Yum. Then, the menu translator adds

some information explaining that some mushrooms are important ingredients of the dish. It

should be noted that although s/he uses both strategies, the target reader may not see a

clear picture of it. As a result, s/he should have explained that ต้มยำ (Tom Yum) is Sour

and Spicy Soup in order to introduce it to someone who really does not have a concept of

it.

14. Translation by Cultural Substitution + Translation by a More General Word +

Adding Information

ยำผักกะเฉด: **Spicy Water Mimosa Salad**

Both the concepts ยำ (Yum: Spicy Salad) and ผักกะเฉด (Water Mimosa) are absent

in the target cultures. The translator replaces the word ยำ with Spicy Salad. In addition,

the word ผักกะเฉด (Water Mimosa) has no equivalent in the target culture. Thus, s/he

classifies it as belonging to the Mimosa family, which illustrates the use of a superordinate

to cover a relative lack of hyponym. According to Neufeldt (1994: 862), Mimosa is any of a

large genus (Mimosa) of trees, shrubs, and herbs of the mimosa family. It usually has

bipinnate leaves. Furthermore, the menu translator explains that this special kind of

mimosa grows in water. Thus, with the three strategies, foreigners can identify roughly the

characteristics of the dish.

15. Translation by a More General Word + Adding Information

ผัดผักกะเฉด: **Stir-Fried Water Mimosa**

In this case the strategy is similar to the previous one. The similarity is ผักกะเฉด (Puk Ka Chet), which is translated as <u>Water Mimosa</u>. The menu translator applies two strategies which are using a more general word and adding information. However, in translating the dish ยำผักกะเฉด (Spicy Water Mimosa Salad) three strategies are applied while the dish ผัดผักกะเฉด (Stir-Fried Water Mimosa) two strategies are applied. The word ผัด (Stir-Fried) is universal, so there is no problem here but the word ยำ (Spicy Salad) is absent in the target culture. As a result, only two strategies are applied in translating ผัดผักกะเฉด (Stir-Fried Water Mimosa).

16. Translation by Using a Loan Word Plus Explanation + Translation by Illustration

ก๋วยเตี๋ยวเนื้อสับ: **(KUAI TIEO NUA SAP) Fried Noodles in Minced Beef Sauce with Curry Powder**

The menu translator translates this type of dish quite well because of the use of two translation strategies. The target reader can perceive and identify it clearly. The translator selects the strategy of translation by using a Thai loan word into English as <u>KUAI TIEO NUA SUB</u> as well as explaining that it is <u>Fried Noodles in Minced Beef Sauce with Curry Powder</u>. Moreover, if readers still do not know what type of dish is, they can understand immediately from the accompanying illustration. This strategy is very useful because it addresses the problem by presenting a physical entity of a non-equivalent word. In short, with both strategies, the target readers can see a clear picture of the food.

17. Translation by Using a More Specific Word

ก๋วยเตี๋ยวน้ำไก่: **Noodle Soup with Chicken**

There is no problem involving non-equivalence to translate ก๋วยเตี๋ยว as <u>Noodles</u>.

The translator tries to describe the characteristics of น้ำ as <u>Soup</u> which is using a more

specific word. Actually, s/he can replace น้ำ with <u>Water</u> which is a literal translation but

s/he uses <u>Soup</u> instead. In terms of food, <u>Soup</u> is actually more suitable because the word

<u>Water</u> in Thai in this case refers to <u>Broth</u> or <u>Soup</u> in English.

18. Back Translation from Loan word + Translation by Using a More Specific Word

มักกะโรนีน้ำไก่: **Macaroni Soup with Chicken**

The menu translator assumes that <u>มักกะโรนี</u> (Macaroni) is well known, so s/he uses

<u>Macaroni</u> as a Thai loan word. Actually most people know that <u>Macaroni</u> is one kind of

Italian pasta which is shaped like thin pipes. It is also well known among Thai people.

Thus, s/he uses <u>มักกะโรนี</u> (Macaroni) as a borrowed word from the Italian language and it

is translated back to the original loan word as <u>Macaroni</u>. The strategy of using a more

specific word is applied to translate the word น้ำ as <u>Soup</u>. S/he uses <u>Soup</u> to clarify the

characteristics of the dish. It is similar to the previous translation. In brief, with both

strategies, the target readers can see a picture of the food item without been given any

further explanation.

19. Back Translation from Loan Word

สุกี้ยากี้ไก่: **SUKIYAKI with Chicken**

สุกี้ยากี้ (Sukiyaki) is translated by the strategy of translation of using the loan word

<u>Sukiyaki</u>. Actually, Thai people use สุกี้ยากี้ (Sukiyaki) as a borrowed word from Japanese.

Since this dish is favorable among people around the world, the menu translator translates

สุกี้ยากี้ (Sukiyaki) back to the original Japanese word without any explanations. Most

foreigners can imagine at once that it is a dish of vermicelli (Glass Noodles) and vegetable

soup served with tofu sauce. However, the Thai version is modified from the original

Japanese because Spicy Tofu Sauce is added. In brief, with the strategy of back

translation from a Japanese loan word, the target readers can perceive the characteristics

of the dish. However, the strategy is successful because the food is quite a favorite among

people around the world.

20. Back Translation from Loan Word + Translation by Cultural Substitution

สปาเกตตี้ขี้เมาไก่: Spicy Spaghetti with Chicken

Two translation strategies are applied in translating this type of food. In fact, people

around the world know that Spaghetti is one kind of Italian pasta. What Thai people call

Spaghetti is as a Thai loan word which is borrowed from the original Italian word.

Consequently, in translating the word สปาเกตตี้ (Spaghetti), the translator translates it back

to Spaghetti. Another strategy is cultural substitution. It is applied to translate the word ขี้

เมา (Khee Mao) as Spicy. Actually, ขี้เมา (Khee Mao) can be literally translated as Drunk,

but it does not make sense. In fact, ผัดขี้เมา (Stir-Fired Spicy) is a favorite dish among

drinkers because it is spicy and goes well with liquor. Both the liquor and ผัดขี้เมา (Spicy

Stir-Fried Food) cause them to feel hot. As a result, s/he translates ขี้เมา as Spicy Taste.

In brief, with both strategies, the target readers can perceive its characteristics as well as

its taste.

21. Translation by Cultural Substitution + Translation by Using a More Specific Word

บะหมี่น้ำลูกชิ้น: Yellow Noodle Soup with Meat Balls

The strategies of using a cultural substitution and a more specific word are used to translate บะหมี่น้ำลูกชิ้น (Yellow Noodle Soup with Meat Balls). บะหมี่ (Egg Noodles) and ลูกชิ้น (Meat Balls) are absent in the target culture, so the translator identifies that บะหมี่ (yellow noodles) is one type of noodle that is yellow while ลูกชิ้น (Meat Balls) is made of meat in a round shape like a ball. It should be noted that if s/he explains that บะหมี่ is Yellow Egg Noodles, foreigners will understand it better because they know that it is made of eggs. In addition, s/he replaces the word น้ำ with Soup which is using a more specific word because Soup is more specific than Water. In short, the translation, Yellow Noodle Soup with Meat Balls seems to be a successful translation strategy because it covers the original Thai meaning.

22. Back Translation from Loan Word plus Explanation

หมูสะเต๊ะ : (Moo-Satay) Grilled Pork Marinated in Curry and Served with Peanut Sauce fo. Dipping Including Traditional Cucumber Salad

Actually, Satay is a Malay word, (Neufeldt. 1994: 1192) that refers to a dish consisting of chunks of marinated meat broiled on skewers and dipped in a spicy peanut sauce. The dish is a favorite among people around the world especially in Thailand. Most Thai people use สะเต๊ะ as a Thai loan word, so in translating this word, the translator replaces it back with the original Malay word, Satay. In addition, s/he explains that Moo-Satay is Grilled Pork Marinated in Curry and Served with Peanut Sauce for Dipping

Including Traditional Cucumber Salad in order to introduce it to someone who does not

really have a concept or background knowledge about it. In short, this strategy is

appropriate and successful in translating the name of the dish.

23. Back Translation from Loan Word + Translation by Cultural Substitution + Adding Information

สปาเกตตี้แกงเขียวหวานไก่: Spaghetti Green Curry with Chicken, Pumpkins, Peas, Bell Peppers and Sweet Basil

Three strategies are applied in translating this dish. They are back translation from

a loan word plus translation by cultural substitution plus adding information. In fact, the

word Spaghetti is an Italian word, and it is mostly well known in many countries. Thus,

Thai people always use สปาเกตตี้ (Spaghetti) as a Thai loan word that is borrowed from an

Italian original word. As a result, in translating สปาเกตตี้ (Spaghetti), the translator

translates it back to Spaghetti. In addition, s/he faces a non-equivalence problem of the

word แกงเขียวหวาน (Green Curry) because the dish is served in Thailand. Most

Westerners do not have background knowledge or a clear concept about the dish. Thus,

s/he selects the strategy of translation by cultural substitution and translates the word แกง

เขียวหวานไก่ as Green Curry with Chicken. Furthermore, s/he explains that this Green

Curry is cooked with many ingredients such as pumpkins, peas, bell peppers and sweet

basils. In brief, with three strategies, people can understand the characteristics of this dish.

24. Literal Translation + Translation by Omission

ผัดผักรวมไฟแดง: Fried Mixed Vegetables

The strategies of literal translation and translation by omission are used to translate

ผัดผักรวมไฟแดง (Fried Mixed Vegetables in Red Fire). The target language has

appropriate equivalence for these words. For example, ผัด is replaced with Fried and ผัก

รวม with Mixed Vegetables. The word ไฟแดง (Red Fire) is omitted because it represents

the method used to cook the dish. Most Thai people can identify immediately that it means

frying something in very hot oil, so sparks of fire fly into the air. As a result, it is

unnecessary to clarify ไฟแดง (Red Fire) to the target reader because it makes translation

awkward.

In short, with the strategy of literal translation and omission, the translator can

present clear characteristics of the dish to the target reader.

In summary, this chapter consists of three sections. The first section clarifies the

characteristics of each class of restaurant. The second part reveals the frequency of

translation strategies found in each class of restaurant. The final part reveals the frequency

of all strategies found in the 40 restaurant menus. From the analysis, the result has shown

that 24 translation strategies were found from all 2,760 menu lists. It could be concluded

that no matter what class the restaurant was, the most frequent strategies found were the

same. It was also found that translation by cultural substitution was the most frequently

found. Next, literal translation was found to be the second most frequent. Finally,

translation by using a loan word plus explanation was found the third most frequent. The

strategies of using a more neutral word and back translation from a loan word plus a

cultural substitution plus adding information were rarely found. Finally, all strategies found

were discussed and exemplified in the final section.

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Chapter 5

Conclusion

This research was an attempt to apply Baker's (1992) theoretical framework of translation strategies to an analysis of 40 Thai restaurant menus in Bangkok. The restaurants were divided into four classes. The research was aimed to find the frequency of each translation strategy used according to each class of restaurant as well as the frequency of all translation strategies found in all the 40 restaurant menus. From the analysis, 2,760 menu lists and 24 translation strategies were found. Among these, 769 menu lists were found from the first class restaurant, 793 from the second class, 660 from the third class and 538 from the fourth class.

According to the strategies analyzed, seventeen translation strategies were found in the first class restaurants. Translation by cultural substitution was found to be the most frequent strategy (46.4%). Next, literal translation was found to be the second most frequent strategy (23.2%). Finally, translation using a loan word plus explanation was found to be the third most frequent strategy (15%).

Seventeen translation strategies were found in the second class restaurants. Translation by cultural substitution was found to be the most frequent strategy (35.8%). Next, literal translation was found to be the second most frequent strategy (25.6%). Finally, translation using a loan word plus explanation was found to be the third most frequent strategy (23.3%).

Seventeen translation strategies were found in the third class restaurants.

Translation by cultural substitution was found to be the most frequent strategy (41.4%).

Next, literal translation was found to be the second most frequent strategy (27.6%).

Finally, translation using a loan word plus explanation was found to be the third most

frequent strategy (14.8%).

Eighteen translation strategies were found in the fourth class restaurants.

Translation by cultural substitution was found to be the most frequent strategy (32.5%).

Next, literal translation was found to be the second most frequent strategy (27.7%).

Finally, translation using a loan word plus explanation was found to be the third most

frequent strategy (16%).

Twenty-four translation strategies were found in all the 40 restaurants.

Translation by cultural substitution was found to be the most frequent strategy (39.5%).

Next, literal translation was found to be the second most frequent strategy (25.9%).

Finally, translation using a loan word plus explanation was found to be the third most

frequent strategy (17.5%).

To sum up, the results have shown that no matter what class the restaurant

was, the most frequent strategies used were still the same in each class. The most to

the least frequently used strategies found in the first, second, third and fourth classes

restaurants were translation by cultural substitution, literal translation and translation

using a loan word plus explanation. In addition, the most frequently used strategies

found in all the 40 restaurants were translation by cultural substitution, literal translation

and translation using a loan word plus explanation.

Moreover, it was found that two strategies proposed by Baker (1992) such as

translation by paraphrase using related words and translation by paraphrase using

unrelated words were not found. The translation strategies proposed by Baker (1992)

did not match in translating these menus. Sometimes two or three strategies had to be

applied to a translated item. Sometimes, new explanations had to be added to cope

with translation problems.

Limitations of the Study

This research aimed to analyze translation strategies used in Thai restaurant

menus in Bangkok within Baker's (1992) theoretical framework. However, this research

studied only 40 restaurant menus randomly selected from a population of 100 menus

which were selected from seven different locations in Bangkok. Thus, the above

research covered only the 40 restaurant menus from seven locations but not restaurant

menus from every location in Bangkok.

In addition, this paper aimed to study only translation strategies. Thus, other

aspects such as grammatical errors and misspellings were not covered in this study.

Implication

The analysis of translation strategies used in Thai restaurant menus within

Baker's (1992) theoretical framework was useful in the following three aspects.

1.   Menu translators could apply this theoretical framework to cope with translation problems.

2.   This theoretical framework could be applied to analyze other text types such as literary works or religious writing and so forth which are different in linguistic, cultural and semantic aspects between languages.

3.   New restaurant owners could use the appendix of menu lists at the end of this paper to produce their own menus. As a result, they would not need to hire any translators. Thus, this study can help them to save money and time.

Suggestion for Further Study

1.   Another problem arising during collecting restaurant menus was lack of participation from the restaurant owners. Although the researcher presented them an official letter from the university, they were still suspicious. They suspected that the researcher came from the Revenue Department, so they were afraid to provide the menus for the study. As a result, the researcher suggests using a digital camera to collect the data including illustration.

2.   Further study could be done on grammatical errors and misspellings in restaurant menus in order to produce high quality menus.

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APPENDIX

The Edited Menu lists that are translated from Thai to English

ก๋วยเตี๋ยว

- Noodles
- Rice Noodles

ก๋วยเตี๋ยวคั่วไก่

- Stir-Fried Noodles with Chicken and Egg

ก๋วยเตี๋ยวผัดขี้เมา

- Fried Spicy Rice Noodles
- Spicy Fried Noodles
- "PHAD KIE MAAU" Spicy Fried Noodles with Chili Paste and Basil Leaf
- Chinese Noodles Fried with Chilies, Tomatoes and Sweet Basil

ก๋วยเตี๋ยวผัดไทยห่อไข่

- Fried Noodles Pad Thai Covered with Egg

ก๋วยเตี๋ยวน้ำไก่

- Noodle Soup with Chicken

ก๋วยเตี๋ยวเนื้อสับ

- (KUAI TIEO NUA SAP) Fried Noodles in Minced Beef Sauce with Curry Powder

กุ้งชุบแป้งทอด

- Deep Fried Shrimp and Vegetables
- Fried Shrimp with Flour
- Prawn Fritter

กุ้งอบเกลือ

- Baked Salted Shrimp

กุ้งแช่น้ำปลา

- Raw Fresh Shrimp Marinated in Fish Sauce Served with Chilies, Garlic and Lime Sauce
- Fresh Raw Shrimp Marinated in Fish Sauce
- Fresh Shrimp in Fish Sauce
- Fresh Shrimp and Spicy Chili Sauce and Garlic
- Fresh Shrimp Soaked in Spicy Fish Sauce

กุนเชียง

- Chinese Sausage

เกี้ยมไฉ่

- Pickled Vegetables
- Pickled Green Lettuce

แกงกระหรี่

- Yellow Curry Soup
- Curry
- "KANG KAREE KAI": Chicken in Yellow Curry Paste and Coconut Milk Served with Cucumbers and Shallots in Vinegar Sauce

แกงเขียวหวาน

- Green Curry Soup
- Green Curry
- Green Curry (Hot) with Coconut Milk
- Green Curry Coconut (KHEO WAN)
- Green Pepper Curry
- Thai Green Curry

แกงจืด

- Chinese Soup
- Soup
- Clear Soup

แกงแดง

- Red Curry

แกงไตปลา

- Spicy Ground Fish Kidney Curry with Vegetables

แกงป่า

- Spicy Thai Curry
- Red Curry
- Jungle Curry
- Jungle Soup
- Wild Country Curry
- Local Curry
- Country Curry

แกงเผ็ด

- Red Curry (Hot) with Coconut Milk
- Red Curry Soup
- Curry

แกงเลียง

- Spicy Soup and Vegetables
- "KAENG LIAANG": Spicy Vegetable Soup
- Mixed Vegetables in Shrimp Paste Soup with Prawns
- Thai Herb and Vegetable Soup
- Spicy Fish-Flavored Soup with Mixed Vegetables

แกงส้ม

- KAENG-SOM
- GENG SOM: Sour Curry
- Hot and Sour Shrimp Soup
- KANG SOM: Spicy Sweet and Sour Vegetables with Shrimp
- Tamarind Soup
- Hot and Sour Vegetable Soup
- Spicy Tamarind Soup
- Red Spicy and Sour Soup
- Sour Pepper Soup

แกงเหลือง

- Yellow Curry and Coconut Milk

แกงแห้ง

- Dried Curry

ไก่ทอด

- Fried Chicken

ไก่ห่อใบเตย

- Fried Chicken in Screw Pine Leaves
- Fried Chicken in Pandanus Leaves

ขนมจีน

- Rice Noodles
- Rice Spaghetti

ขนมจีนน้ำยาป่า

- Laos' Fish Curry in Herb with Rice Noodles

ขนมปังหน้าหมู

- Fried Canapas (Canape) with Pork
- Minced Pork on Toast
- Deep Fried Minced Pork on Toast

ข้าวเกรียบ

- Shrimp Chips

ข้าวเกรียบกุ้ง

- Fried Prawn Pancakes

ข้าวคลุกกะปิ

- Fried Rice with Shrimp Paste
- Shrimp Paste Fried Rice with Condiments

ข้าวต้ม

- Boiled Rice
- Rice Soup
- Boiled Rice Soup
- Mild Rice Soup
- Rice Porridge

ข้าวตังหน้าตั้ง

- Rice Crackers and Shrimp Dip
- Rice Crackers with Minced Pork Dip
- Rice Crackers with Pork and Coconut Milk
- Crispy Rice Crackers with Pork and Shrimp Dip

ข้าวเปล่า

- Steamed Rice
- Plain Rice

ข้าวผัดผงกระหรี่

- Fried Curry Rice (Curry Powder)

ข้าวอบสัปปะรดไก่

- Steamed Rice in Earthenware Pot with Chicken

ไข่เจียว หรือ ไข่เจียวหมูสับ

- Omelet
- Fried Beaten Egg
- Minced Pork Omelet

ไข่เยี่ยวม้า

- Aged Egg
- Preserved Egg
- Black Egg

ไข่เยี่ยวม้าผัดพริก

- Stir-Fried Preserved Eggs with Chilies and Basil Leaves

คะน้า

- Kale
- Chinese Kale
- Collard

จิ้มจุ่ม, แจ่วฮ้อน

- Hot Pot (Thai Style)
- JAEW HON
- JAEW HON: Isan Sukiyaki

ชะอม

- Acacia
- Mimosa

เซี่ยงไฮ้

- Bean Sweet Noodles
- Chinese Noodles

ดอกกะหล่ำ

- Cauliflower

ต้มข่าไก่

- TOM KHA KAI
- TOM KHAA: Coconut and Galangal Soup with Chicken
- Coconut Cream Soup
- Spicy Coconut Soup and Lemon Grass
- Soup with Coconut and Chilies
- TOM KHA KAI: Thai Chilies, Hot and Sour with Chicken
- TOM KHA KAI: Chicken in Spicy Coconut Milk Soup with Chilies, Lemon and Kha (Galanga or Siamese Ginger)
- Hot and Sour Soup with Coconut Milk

ต้มโคล้ง

- Hot and Sour Soup

ต้มยำ

- TOM YAM Soup
- Spicy Soup
- Spicy Soup on Hot Pot
- Spicy Coconut Soup and Coconut Milk
- TOM YUM: Thai Hot and Sour Chilies Made with Either Pork, Beef or Chicken
- Thai Style Soup
- Sour and Spicy Soup

ตะไคร้

- Lemon Grass

ตำลึง

- Ivy Gourd
- Ivy Gourd Leaves

เต้าเจี้ยวหลน

- Stewed Salted Bean in Coconut Milk with Vegetables

เต้าหู้

- Tofu
- Bean Curd

ถั่วพู

- Wing Bean

ทอดมันปลา

- Fish Patties
- Fish-Cake
- Fried Fish Balls
- Deep Fried Curried Fish Cake
- Deep Fried Spicy Fish Patties
- Thai Fish-Cake
- Curried Cake

น้ำพริกกะปิ

- Thai-Chili Paste
- Shrimp Pasted Dip

น้ำพริกกุ้งเสียบ

- Spicy Dried Shrimp Sauce

- Hot Chili and Shrimp Paste with Smoked Shrimp and Vegetables

น้ำพริกไข่ปู

- Spicy Marinated Spawned Crab Sauce

น้ำพริกปลาทู

- Fried Mackerel with Shrimp Paste Sauce

- Hot-Chili and Shrimp Paste with Fried Mackerel and Vegetables

น้ำพริกปลาร้า-ผัก

- Fermented Fish Paste and Vegetables

น้ำพริกเผา

- Chili in Oil

- Chili-Paste

- Chili Oil

- Roasted Curry Paste

น้ำพริกลงเรือ

- Spicy Shrimp Paste Sauce with Sweet Pork

- Vegetable Salad and Shrimp Paste Sauce

- Chili Dip with Salted Egg, Shrimp and Sweet Pork

- Stir-Fried Thai Herbs and Chili Shrimp Paste with Vegetables

- Spicy Minced Pork and Shrimp Paste Dip Served with Fluffy Catfish

น้ำพริกหนุ่ม

- Hot and Spicy Grilled Green Chili Paste Dip

น้ำพริกอ่อง

- Spicy Minced Pork with Tomato Paste Dip

เนื้อแดดเดียว หมูแดดเดียว ไก่แดดเดียว ปลาหมึกแดดเดียว

- Deep Fried Beef, Pork, Chicken or Squid

- Fried Salted Beef

- Fried Sun-Dried Pork or Beef

- Fried Dried Salted Pork or Beef

เนื้อน้ำตก หรือ หมูน้ำตก

- Thai Slice Broiled Beef Sirloin or Pork with Mint Leaves

- NAM-TOK-MOO: Pork with Mint Herbs

- Grilled Pork with Lemon and Chili

เนื้อย่างจิ้มแจ่ว

- Beef Grilled with Thai Sauce

บะหมี่กรอบ หรือ โกยซีหมี่

- Crispy Yellow Noodles

- Egg Noodles

- Fried Egg Noodles

บะหมี่น้ำ

- Yellow Noodle Soup

บะหมี่น้ำลูกชิ้น

- Yellow Noodle Soup with Meat Balls

บะหมี่แห้ง

- Dry Yellow Noodles

- BAMI: Dry Yellow Noodles

ใบกะเพรา

- Basil Leaves

- Sweet Basil

ปลากรอบ

- Grilled Fish

- Smoked Fish

ปลากระพงขาว

- Snapper

- Seabass

- PLA KAPONG

ปลากระพงแดง

- Red Snapper

ปลาช่อน

- Snake-Head Fish

- Serpent-Head Fish

- Mullet

ปลาดุก

- Catfish

ปลาทู

- Mackerel

- Scomber Fish

ปลาร้า

- Fermented Fish

ปลาราดพริก

- Fried Fish Served with Chilies and Curry Sauce

ปลาสลิด

- Dry Salted Fish

- Slid Fish

- Smoked Fish

ปลาสามรส

- Fried Fish in Chili Sauce

- Fried Fillet in Sauce

ปลาสำลี

- SAM-LEE Fish

- Cotton Fish

- Herring Fish

ปลาหมึกผัดไข่เค็ม

- Fried Squid with Salted Eggs

ปอเปี๊ยะทอด

- Deep Fried Spring Rolls

- Spring Rolls

- Egg Rolls

- Crispy Fried Spring Rolls

ปีกไก่ยัดไส้ทอด

- Deep Fried Chicken Stuffed Wings with Minced Pork and Shrimp

ปูเค็มหลน

- Crab Dip

- Salted Crab Dip Served with Vegetables

ผักกะเฉด

- Water Mimosa

ผักกาดขาว

- Chinese Lettuce

- Chinese Cabbage
- White Lettuce

ผักบุ้ง

- Morning Glory
- Swamp Cabbage
- Chinese Morning Glory
- Thai Watercress

ผัดซีอิ๊ว

- Fried Noodles
- Fried Noodles and Vegetables with Soybean Sauce
- Fried Noodles in Black Sauce
- Fried Noodles with Egg and Vegetables
- A Choice of Pork (or Chicken), Vegetables and Noodles Fried with Soy Sauce
- PAD-SE-EWE: Stir Fired Wide Noodles with Soybean Sauce, Mixed Vegetables and Egg
- Chinese Noodles Fried with Soybean Sauce

ผัดผักบุ้ง

- Stir-Fried Morning Glory

ผัดไท หรือ ก๋วยเตี๋ยวผัดไท

- Fried Noodles Pad Thai
- Fried Noodles Pad Thai without Meat
- PAD THAI: Fried Noodles with Tofu, Egg, Vegetabies and Crushed Peanuts
- PAD THAI: Fried Noodles with Vegetables, Tofu and Dry Shrimp
- PAD THAI: Thai White Noodles Fried
- PAD THAI: Thai Styie Fried Noodles

ผัดเปรี้ยวหวาน

- Fried Sweet and Sour

ผัดเผ็ด

- Fried with Chilies, Peppers and Curry
- Curry Paste
- Spicy Fry
- Fried with Chilies

พริกแกง

- Dry Curry

- Curry Paste and Coconut Milk

- Red Curry Paste

พริกขี้หนู

- Chili

พล่ากุ้ง

- Spicy Shrimp with Curry Salad

- Spicy Salad with Shrimp

- "PLA KUNG": Cooked Shrimp with Lemon, Chilies, Lemon Grass, Shallots and Mint Leaves

- Spicy Local Salad with Shrimp

- Aromatic Herbs Spicy Salad with Shrimp

พล่าปลาช่อน

- Snakehead Fish with Spicy Local Salad

พะแนง

- Sweet Red Curry

- Coconut and Curry

- Panang Curry

- Panang Curry (Dried and No Vegetables)

- PANANG: Fried with Panang Paste and Coconut Milk

- Dry Curry

- Spicy Dry Curry

- Coconut Curry Paste Sauce

มะเขือยาว

- Long Eggplant

มะเขืออ่อน

- Eggplant

มะระ

- MARA

- Bitter Gourd

- Bitter Cucom

มักกะโรนีน้ำไก่

- Macaroni Soup with Chicken

มัสมันไก่ หรือ แกงสะละมันไก่

- MASAMAN: Chicken Curry with Potatoes, Onions, Tomatoes and Coconut Milk

- SALAMAN KAI: Chicken Cooked in Curry Paste and Coconut Milk

- Muslim Curry

- Spicy Muslim Curry

มาม่า

- Yellow Noodles

- Fried Instant Noodles

- Egg Noodles

เมี่ยงปลาช่อน

- (MIANG PLA CHON) Fried Snakehead Fish with Aromatic Herbs Wrapped in Leaves

ยอดข้าวโพด หรือ ข้าวโพดอ่อน

- Spring Corn

- Baby Corn

ยอดมะพร้าว หรือ มะพร้าวอ่อน

- Coconut Palm Tip

- Coconut Head

- Baby Coconut Tree

- Young coconut

ยำ

- Spicy Salad

- Chili Salad

- Salad

- Yam Spicy Salad

- Spicy Lemon Dressing

- Thai Salad

ยำปลาดุกฟู

- Fillet of Fish with Green Mango and Lime Sauce (Spicy and Sour)

- Spicy Catfish Salad

ยำสามกรอบ

- Spicy Three Crispy Salad (with Fish Maw, Crispy Fish, Crispy Squid)

ราดหน้า

- Chinese Noodles Topped with Soup Stock

- Fried Noodles with Flavor Soup

- Fried Noodles in Thai Gravy

- Wide White Noodles with Chicken, Beef or Pork and Vegetables and Gravy Placed on Top

- RAD-NA: Fried Noodles: A Choice of Pork (or Chicken), Green Cabbage Cooked with Gravy Sauce over Noodles

- RAD-NA: Stir Fried Noodles with Chinese Broccoli, Carrot, Baby Corn and Black Bean Gravy Sauce

ลาบหมู

- Local Salad

- Minced Pork with Lemon and Chilies

- Minced Pork Country Style

- Thai Style Salad

- LAP-MOO: Minced Pork Spicy Salad

- Minced Pork Salad Thai Style

- "LAP-MOO": Spicy Minced Pork with Chilies, Lemon, Spring Onions and Shallots

- Northern-Eastern Style Spicy Pork Salad

ลูกชิ้น

- Meat Ball

วุ้นเส้น

- Glass Noodles

- WOON SEN: Glass Noodles

- Vermicelli

- Chinese Noodles

- Rice Vermicelli

- Bean Thread

วุ้นเส้นผัดไท

- PAD THAI: Glass Noodles with Tofu

สปาเกตตี้ขี้เมาไก่

- Spicy Spaghetti with Chicken

สปาเกตตี้แกงเขียวหวานไก่

- Spaghetti Green Curry with Chicken, Pumpkin, Peas, Bell Peppers and Sweet Basil

ส้มตำ

- Papaya Salad
- "SOM-TUM": Typical Thai Spicy Papaya Salad (Green Papaya) Including Tomatoes, Long Green Beans, Chilies, Lime and Fish Sauce
- Papaya Thai Salad

สาหร่าย

- Seaweed

สุกี้ยากี้

- Sukiyaki
- Suki
- Sukiyaki (Jelly Noodles)
- Sukiyaki Soup: A Choice of Chicken (or Shrimp or Pork) Cooked with Vermicelli and Vegetable Soup with Spicy Tofu

เสือร้องไห้

- Grilled Beef with Spicy Sauce

หนำเลี้ยบ

- Salted Chinese Olive

หมี่กรอบ

- Three-Flavored Crispy Noodles
- Pink Noodles

หมี่ซั่ว

- Yellow Noodles

หมูทอดกระเทียมพริกไทย

- Fried Pork with Garlic and Pepper

หมูมะนาว หรือ เนื้อมะนาว

- Pork or Beef with Lime Sauce
- Pork or Beef in Lemon Sauce
- Pork or Beef in Sour Sauce
- Steamed Pork or Beef in Spicy Lemon Sauce

- Grilled Pork or Beef with Vegetable Salad

- Sliced Pork or Beef Topped with Spicy Lemon Sauce and Garlic

หมูสะเต๊ะ

- (MOO-SATAY) Grilled Pork Marinated in Curry and Served with Peanut Sauce for Dipping Including Traditional Cucumber Salad

หมูยอ

- Thai Sausage

- Preserved Minced Pork

หลน

- Dip

หอยแครง

- Cockle

หอยเชลล์

- Scallop

หอยแมลงภู่

- Mussel

หอยลาย

- Clam

ห่อหมก

- Steamed Fish with Curry Paste

เห็ดเข็มทอง

- Golden Pin Mushroom

- Golden Needle Mushroom

เห็ดหูหนูขาว

- White Mushroom

แหนม

- Northern Thai Sour Pork

- Spicy Pork Sausage

- Thai Sausage

- Sour Sausage

- Sausage

- Fermented Pork Sausage

- Fermented Pork

- Preserved Pork

แหนมทรงเครื่อง

- Spicy Northern Thai Sour Pork

THE RESEARCHER'S BRIEF BACKGROUND

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