



**THE ANALYSIS OF THE TRANSLATION STRATEGIES
USED IN TRANSLATING THAI FOOD MENUS
OF THE MICHELIN GUIDEBOOK 2021**

BY

PHIMLAPAT THAWEEWATTANA

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2021
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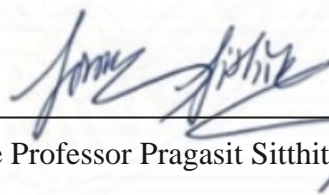
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THE ANALYSIS OF THE TRANSLATION STRATEGIES USED IN
TRANSLATING THAI FOOD MENUS OF THE MICHELIN GUIDEBOOK 2021

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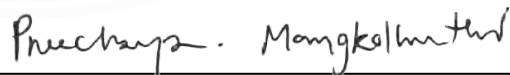
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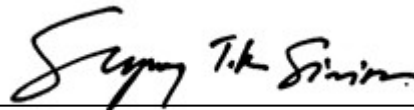
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ABSTRACT

Thailand is a tourism destination of the world for vacation, business, medical treatment and especially the food experiences. Millions of tourists fly to Bangkok to taste the authentic Thai dishes. To ensure the tourist's great experiences, the Michelin Guidebook 2021 is a Thai-English book presenting the must have dishes awarded by the Michelin rating system. This study aimed (1) to indicate the strategies of translation adopted in food menus translation from Thai into English in the Michelin Guidebook 2021 and (2) to clarify the frequency and percentage of each translation strategy of Baker found in the Michelin Guidebook 2021. The 88 Thai food menus presenting in both Thai and English versions in the Michelin Guidebook 2021 were studied regarding the translation strategies adopted. The findings showed that the translation strategies of Baker (1992) could cover all the Thai food menus found in the Michelin Guidebook 2021. The findings also revealed that the translation by illustration was the translation strategy most frequently used, and the translation by more neutral/less expressive words was the least frequently used.

Keywords: translation, translation strategy, Thai food menus, Michelin Guidebook 2021

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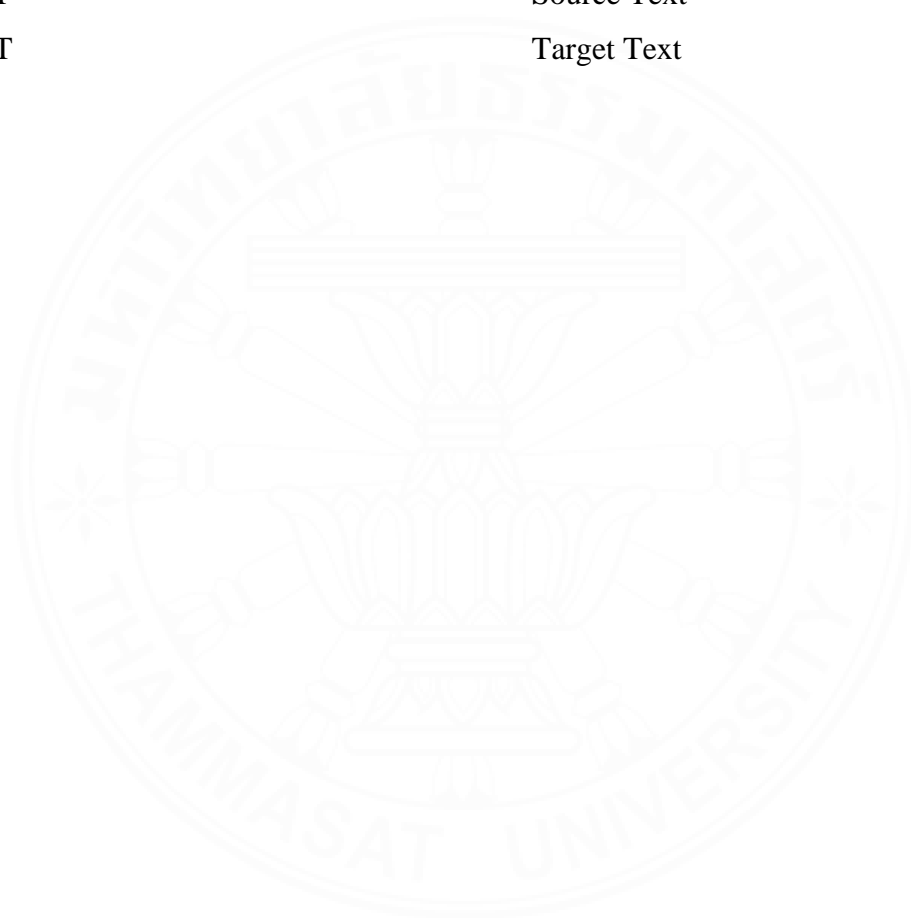
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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
SL	Source Language
TL	Target Language
ST	Source Text
TT	Target Text



CHAPTER 1

INTRODUCTION

1.1 Background of the Study

A top spot in the world for business, medical treatment, education, and especially vacations, Thailand is highly influential in the global stage by the abundance of cultural resources and natural heritages, particularly the famous Thai food. The Bank of Thailand (2017) revealed the tourism revenue of Thailand reported for 12.3% of country's gross domestic product (GDP), which was received from European and Chinese tourists as most of such revenue. Thailand's economy hangs upon this mega income from the tourism business. Each year, a rising tourists amount visit the capital city of Thailand, Bangkok, confirming Bangkok's popularity as a tourist destination. With its numerous key attractions such as the royal palaces, ancient temples, local markets, historical museums, and green parks, Bangkok has drawn millions of international visitors per year. The diversity of food is another highlight of Bangkok, which ranges from a local street hawker stall to a stylish luxurious cruise on the Chao Phraya River, flowing through the heart of Bangkok city. With aims to explore the recommended restaurants or the must-try dishes in town, there are travel guidebooks that offer all of the important and essential information for tourists. The travellers may be confident that the recommendations offered in the book would lead them to the best decision. The Michelin Guidebook is a well-known widely traveled guidebook that provides both Thai and English language translations. The first version of Michelin Guidebook in Thailand was published in 2017 (Michelin travel partner, 2020). The Michelin Guidebook, with the support of the Thai Tourism Authority, aims to provide a diverse choice of exquisite cuisines ranging from the simple street food to the fine dining. Today the Michelin Guidebook in Thailand is in its fourth year, with 'Michelin Guidebook 2021' expanding the recommendations of tasty offers in Bangkok, Chiangmai, Phuket, and Phang-Nga, including the location, price, opening hours, the main concept of the restaurant and particularly the "must try" dishes. Overall, it is obvious that the guidebook is one of the most influential parts of the tourist business, serving as a tool and suggestions for travellers to discover the food and hotel

experiences. As a result, the researcher is interested in studying the food menus translation strategies adopted in translating Thai food menus of the Michelin Guidebook 2021, since it is one of the most recognised restaurant rating systems and is well-known internationally. It has ranked over 30,000 businesses in over 30 countries across three continents (Michelin, no date).

Translation is considered as a means of communication which consists of a message's form, noise, situation, as well as the receptor, in order to transfer concepts and informative details from one language to another (Nida, 1991). "Source Language" is the name of the original language that the translation is conducted in. And the language that it has previously been translated into will be called, "Target Language". The Thai dish names are translated from Thai to English with the purpose of transmitting the meaning of text from one language to another language equivalently. The phenomenon of non-equivalence can indicate that a term or expression in the source language does not have a direct equivalent in the target language (Baker, 1992). According to the reasons stated above, this research focuses on the investigation of the translation strategies employed in the English menus that are translated into Thai. The translation strategies of Baker (1992) are intentionally applied to analyse the translation of food menus.

The significance of the study, the research procedure and the findings and discussion, are all used to define the research focus, which is structured as follows. An overview of the research is presented as the first chapter. The second chapter examines the definition of translation, the relevant translation strategies, and related previous studies. The third chapter introduces the research methodology focusing how the study is conducted, which includes the study's data, data collection, data analysis, and data presentation. The fourth chapter discusses the results and findings, while the last chapter provides a summary and recommendations for further research.

1.2 Research Objectives

1) To identify the strategies of translation adopted in translating Thai food menus from Thai to English in the Michelin Guidebook 2021.

2) To clarify the frequency and percentage of Baker's translation strategies found for translating Thai food menus of the Michelin Guidebook 2021.

1.3 Research Questions

1) What are the strategies of translation adopted in translating Thai food menus from Thai to English in the Michelin Guidebook 2021?

2) What are the frequencies and percentages of each translation strategy used for translating Thai food menus of the Michelin Guidebook 2021?

1.4 Definitions of Key Terms

The following are the definitions of the key terms used in the study:

1) The authentic Thai food refers to any type of food that originates in Thailand's various areas. The traditional tastes, local ingredients, and unique textures were handed until today as a family heirloom in the special recipes. The authentic Thai food is mainly served at the local Thai restaurants and eaten by Thai people, but Thai desserts and drinks are not included in this study's definition of Thai food.

2) Translation is a procedure of converting the message of a language to another language. This research focuses on transmitting the name of Thai food from Thai to English. This method includes the Source Language (SL), the original message that is going to be studied and translated, which in this study refers to Thai food menu in Thai language. In this study, the Target Language (TL) refers to the finishing message that was translated, which is a Thai food menu in English.

3) Translation strategy refers to the procedure employed in translating the message. With the objectives to replace meaning, concept and cultural background with a different language without changing the message, this procedure intentionally deals with translation challenges during translating.

4) The Michelin Guidebook 2021 is a guidebook produced in 2021 by Michelin, that offers the delicious offerings and recommendations of diverse restaurants and hotels in Bangkok, Chiang Mai, Phuket and Phang-Nga.

5) The translation of Thai food menus refers to the translating Thai food menus from Thai to English.

6) In this study, equivalence refers to the similarity of a word or expression between the Source language, which is Thai, and the Target language, which is English, with the goal of sharing the same meaning as nearly as possible.

1.5 Scope of the Study

The study is subject to analyzing the strategies of translation adopted in the English translation of Thai food menus from restaurants in Bangkok that were presented in the Michelin Guidebook 2021 published by Michelin travel partner in France and distributed in Thailand by Amarin Book Center Co., Ltd. in September 2020. This study uses only Thai savory foods excluding drinks and desserts. The translation strategies of Baker (1992) are used as an instrument for analysis in this study.

1.6 Significance of the Study

The findings of the study would be valuable as follows:

1) The findings might indicate the strategies of translation employed in translating food menus from Thai to English in the Michelin Guidebook 2021, a well-known global tourist guidebook.

2) Businesses in the hospitality industry, especially the Thai restaurants, might benefit from certain guidelines for effectively translating food menus. In addition to ordering food in local Thai restaurants, international tourists will be benefited from appropriate translation and will be able to experience real Thai food, which might have a positive impact on Thailand's tourism economy.

3) The findings would support translators in learning how Michelin Guidebook professional translators cope with the non - equivalences in translating food menus.

1.7 Organization of the Study

This study is divided into five chapters. Beginning with chapter 1, the introduction includes the study's background, research objectives, research questions, the definition of key terms, the scope and the significance of the study. Moving to chapter 2, the literature review presents a review of the related literature, which includes

definitions of translation from numerous translation scholars, translation strategies, and previous research relevant to the topic. Third, the methodology of this study is spelled out in chapter 3, which covers the study's data, data collection, data analysis, and data presentation. The study's findings, which were gathered from the Michelin Guidebook 2021 and analyzed by frequency and percentage of each translation strategy used in the food menu items were reported in the fourth chapter. The last chapter contains the study's conclusion, the key findings and a discussion of the study, the limitations, and the suggestions for further research.



CHAPTER 2

REVIEW OF LITERATURE

Since a fundamental element to the restaurant is the food menu, therefore the customer, especially the foreigner, needs this kind of tool to explore a memorable food experience. In an effort to communicate effectively and maintain the customers understanding while transferring the message, a translation strategy could be adopted. Translation is used to convey the message from one language to another by converting its idea, meaning, and background, without changing the message's objective.

The purpose of this chapter is to review the literature related to the research questions, particularly in translation linked to the food business, as well as the framework strategies that were used for the development of this study. The chapter is divided into three major sections, each with its own summary: (2.1) Definition of translation, which examines the characteristics of the term "translation" as defined by many famous scholars. The following section is (2.2) strategies used in translation (i.e., Newmark [1988] and Baker [1992]) and (2.3) previous related studies are presented in the third section.

2.1 Definition of Translation

Several academics characterized the term "translation" in various dimensions and at various levels. A number of well-known experts in the field, such as Newmark (1988) and (2003), Catford (1965), Nida & Taber (1982), Larson (1998), Baker (1992), Saibua (2017), have diverse expertise domains and linguistic backgrounds.

According to Newmark (1988), translation is an educational instrument that may be applied to render the message's meaning into a new language and can be used for multilingual notices such as official documents, reports or papers, textbooks, and recommendations. He claimed, "Translation has been instrumental in transmitting culture" (Newmark, 1988 p. 7). This description covers the meaning of the source language as it is rendered into the target language while transmitting culture attached.

Furthermore, according to Newmark (2003), "translation is a series of mental thought processes, deliberated or intuitive, and it does not change" (p. 68). He also

stated that the focus of translation is to transfer the message's meaning effectively for a similar or even different sort of audience.

Similar to Newmark's concept in 2003, Catford (1965) proposed that translation is like an operation conducted on languages. Its method may substitute a text in one language for a text in another. When the two experts' descriptions were compared, they both shared the same common describing of translation as a process or tool of transmitting the message's meaning from one language to another.

Other researchers have gone beyond the process of meaning transmission. Nida & Taber (1982) highlighted the significant shift of attention on translation. They discovered that the focus in translating had shifted significantly. The previous era, the translation emphasized the procedure of the message, though the translators took special delight in being able to reproduce language's stylistic and specialties such as rhythms, word play, chiasmus, parallelism, and unusual grammatical structure, but in the new era, translation turned the emphasis from the message's form into the receptor's reaction. Because of this significant transformation, they may conclude that the translation's intention has changed the focus to how audiences respond to the message while receiving and decoding, rather than the message's form itself.

Translation, according to Larson (1998), is a change of form that comprises the communication of meaning in a source language into the target language through examining its vocabulary, grammatical structure, communication setting, and cultural context to determine its meaning. The text's meaning might then be reconstructed using the vocabulary and grammatical structure. These findings raise new concerns about the purpose of translation.

Additionally, one of the undeniable challenges that arise in the field of translation is the idea of equivalency. Above the word level, non-equivalence is a significant barrier that the translator must overcome throughout the translation process between the source language and the target language. According to Baker (1992), "Non-equivalence at word level means that the target language has no direct equivalent for a word which occurs in the source text" (p. 20). As a result, depending on the nature of the non-equivalence, the translator must employ various non-equivalence strategies

From a Thai scholar's perspective, a study by Saibua (2017), a Thai expert in the field of Thai - English translation, emphasized the significance of translation. She says that translation serves several roles with interesting purposes including 1) promoting poets, authors, and writer's valuable written work 2) serving as a device for universal communication aiming to broaden and exchange knowledge and best practice across people throughout the world 3) serving as a mechanism in analyzing the mindset as well as context relating to the culture of individuals who journey across countries, and to inspire concerned linguist, translators, interpreters, and ordinary people to enhance their skill of English in terms of word use and word selection. Based on these findings, it is possible to infer that the new era of translation seeks not only to support the precious written work but also serve as a tool for international communication in the current world.

To summarize, a process for communicating the language's meaning through the source and target language is the process of translation. It can be communicated orally or in written form. The primary mission of a translator is to retain the core concepts, thoughts, feelings, tones, and shapes of the original language while being true to the intention of the writer. Furthermore, efficient translation occurs when the target language perfectly retains the similarity of the source language in terms of idea, tone, and style.

2.2 Translation Strategies

In some ways, translation strategy refers to a solution that a translator can use when presented with a translation challenge. Language structures, missing words, a lack of technical understanding, and especially culture differences can cause problems in translating. These factors may lead to several translation challenges, specifically the non-equivalence at word level. When there are no acceptable phrases or words of consistency in the target language that carry the source language's exact meaning, it is claimed that the condition of non-equivalence occurs. As a result, several researchers have identified a variety of solutions for dealing with these difficulties. This study will discuss the translation strategies proposed by Newmark (1988) and Baker (1992), respectively, because these two famous scholars propose several similar translation

strategies, each with their own problem-solving devices to deal with non-equivalence in translation, as follows:

Newmark (1998)

Newmark has emphasized the translation's purpose and importance in various contexts, including as a political weapon (Newmark, 2003). When a translator confronts non-equivalence in translation approaches, Newmark (1988) argued that the only solution is to choose the most appropriate term in the target language with the closest meaning. According to Newmark, translation has its own issues and may be divided into two categories: 1) semantics translation involves with the effort to retain the source language's meaning as a key and 2) communicative translation refers to the attempt to improve the reader's comprehension as a key. Furthermore, he concluded that when aiming for better translation, translators should investigate a variety of translation methods. The fact is that the translation method is defined by the main message's meaning, style, structure, language styles, vocabulary, and other features of the text. As a result, Newmark has created the translation strategies of translating a source language (SL) to a target language (TL). According to Newmark (1988), the following are the eight translation strategies:

1) Word-to-word Translation

The approach is also known as the interlinear translation. The word order is preserved rather than depending on context. Each word is translated in their most literal meaning. Cultural words are literally translated. As part of the pre-translation process, this approach is mainly employed for the source language interpretation or a difficult material translation (Newmark, 1988). It is the translating method of a message from the original language to the final, word for word, and sometimes it attaches the explanation of each word's meaning and sometime without any.

2) Literal Translation

While converting a source language's meaning into a target language, the lexical words and grammatical structure are preserved instead of its meaning (Newmark, 1988).

3) Faithful Translation

This strategy is used when translator attempts the successful reproduction of the target language while maintaining the original meaning. Nevertheless, it transmits

cultural terms and retains its syntax as well as vocabulary as faithfully as possible into another language through unconventional translation (Newmark, 1988).

4) Semantic Translation

This approach is unique and unlike the previous approach in that it is based on faithful translation. The primary objective aims to keep the message's original meaning. Paraphrasing the sentence and keeping the aesthetic meaning, style, and natural sounds of the source language text are the objectives of the translator (Newmark, 1988).

5) Adaptation

This translation approach is the freest pattern of translating. It is often applied in comedies, musicals, films, poems, and plays. The original background of the source language which was transferred into the target language or the written material are typically preserved. It communicates the meaning by tailoring the effective translation to the intended audience (Newmark, 1988).

6) Free Translation

This approach replicates the issue without any principles, or any original form in the content. It is principally a paraphrase that is longer than the original message form (Newmark, 1988).

7) Idiomatic Translation

The original message is intentionally reproduced, but the original source of language is intentionally conveyed into modern-day language such as expressions, idioms and colloquialisms, which do not occur in the original message (Newmark, 1988).

8) Communicative Translation

This approach aims to produce the precise contextual meaning of the source language in terms of substance, while also making the language appropriate and understandable to the readership (Newmark, 1998).

However, this study has carefully scrutinized all eight Newmark's translation strategies and decided to not adopt his translation strategies for the study's framework because Newmark implied that his strategies aim to focus on semantic and communicative which are appropriate with the source text that is a full sentence or a

paragraph. Therefore, because this study focuses on the food menus which is a word or a phrase, Newmark's translation strategies may not be applicable in this paper.

Baker (1992)

Baker pointed out that non-equivalence at word level indicates the target text having an indirect equivalent for a word of the source text which is conveyed. At the word level, various certain common concepts of non-equivalence, such as culture-specific terms exist. She added that a spiritual belief, a public practice, or even a sort of cuisine that is utterly unidentified in the target culture are described in the source message (Baker, 1992). The translation strategies of Baker (1992) were developed by integrating numerous professional translator notions in order to identify the non-equivalence at word level. The following are the eight strategies of translation:

1) Translation by a More General Word (Superordinate)

This approach is one of the finest methods for the non-equivalence problem especially in the propositional meaning issue. This type works well with common words that are not similar with specific words or terms (Baker, 1992). For example, the source language, “ไพ่ข้าวหลามตัด” (Thai) in the target language is translated into “diamond card” (English).

2) Translation by a More Neutral/ Less Expressive Word

In some cases, the translator translates the problem of non-equivalence with the nearest equivalence terms in order to moderate its sensitive meaning by adapting or adding a modifier (Baker, 1992).

3) Translation by Cultural Substitution

This method involves replacing the source language with an expression related to cultural context in order to increase the target reader's understanding. However, using this strategy, the source reader might not have the same propositional meaning of the translated text (Baker, 1992). For instance, the word “ทอดกฐิน” (Thai) is translated to “a religious ceremony in which a robe is offered to a monk”.

4) Translation Using a Loan Word or Loan Word Plus Explanation

This kind of approach is suitable for managing the specific items relating culture, contemporary concepts, and buzz words through modifying a common word or using the inverted commas to explain its meaning, especially, the specific word like

food names (Baker, 1992). For instance, SL word as “ผัดไทย” (Thai) is translated to TL word as “Pad Thai, a Thai style stir-fried noodles (English)”.

5) Translation by Paraphrase Using a Related Word

It aims to be a strategy that is used to elaborate the concept of expressing the source item lexicalized in the target language in another form, in order to smoothen the translated text to be more natural while conveying the same meaning (Baker, 1992).

6) Translation by Paraphrase Using Unrelated Words

This strategy is similar with the previous ones but involves the use of unrelated words or adding more words that do not appear in the original text to make a message sharper, instead of a related word. For instance, the source text is “They have a totally integrated operation from the preparation of the yarn through to the weaving process.” is translated to “The company carries out all steps of production in its factories, from preparing the yarn to weaving it...” (Baker, 1992, p. 37).

7) Translation by Omission

Sometimes the translator needs to avoid the redundant messages that might confuse the reader but still needs to keep the reader’s full understanding while shortening the message in brief (Baker, 1992). For example, the source text is “A tiny little bag...” (English) translated to “กระเป๋ายี่เล็ก” (Thai).

8) Translation by Illustration

This strategy is suitable in the case of target language is lacking for equivalents when they are kept short and concise, then the translator may need to give more explanation to illustrate the concept of the source text (Baker, 1992). For instance, the source text “หมี่กรอบ” is translated to “crispy rice noodles in sweet and sour sauce”.

In summary, the Newmark’s (1988) translation strategies aimed to translate a target language liberally, beautifully, and naturally as much as possible to the source language as a means to keep the reader’s full understanding. However, the Baker’s (1992) translation strategies were more elaborate and enhance the translation to be more fluent to the target language without distorting the target language while conveying the meaning. As a result, the Baker’s (1992) translation strategies are more suitable to handle the translation problem relating to the non-equivalence at word level in

translation than other approach or strategy. Consequently, the Baker's (1992) translation strategies will be applied as the framework to this study.

2.3 Previous Related Studies

Several papers have studied translation analysis focusing on translation strategy employed in food menus from various kinds of contexts and concepts. Therefore, this study spotlighted on translation strategies used in translating food menu from Thai to English and other language cases, which can be explained as follows:

Research by Tanudirjo (2020) analysed the acceptability and the strategies used in translating food menus in three restaurants in Yogyakarta. This study tries to look at the acceptability of the translated menu and utilized Angelelli (2007) Rubric of Pragmatic Competence to reflect competence in the aspect of a translation's pragmatic, together with the theory on translation strategies by Suryawinata & Hariyanto (2003). The authors concluded that the translated menus are acceptable at over 59%. Next to the aspect of translation strategies, it was discovered that the semantic translation is a majority of the translated food menu at over 22%.

Vorajaroensri (2002), investigated the strategy of translation employed in food menus of Thai restaurant in Bangkok, with the objective of investigating the frequency of strategies. The researcher looked at 40 food menus chosen from a total of 100 menus. Four classes of restaurants were categorized as follows; air-conditioned with over 100 seats, 51-100 seat restaurants, less than 50 seat restaurants, and less than 50 seat restaurants without air-conditioning. This study tries to adapt Baker's (1992) translation strategy in an analysis step. The result revealed that the cultural substitution strategy was the most utilized, followed by literal translation, and loan word strategy. However, she pointed out that two out of eight translation strategies proposed by Baker (1992) were not found, owing to the fact that some food menus require the extra explanation to overcome the problems of translation.

A study of Khanjanavisttaohol (2018) investigated the techniques of translation used in translating Thai dish names by looking at how often that those strategies were used to translate the dish names. The data of this study was based on Thai-English menus from six eateries in Chonburi, Thailand. Malone's translation techniques were adopted as the study framework. These Malone' translation techniques are divided into

nine categories: a straight forward translation is referred to as an Equation, the term Substitution refers to the lack of a word equivalent between source and target message, Divergence, in contrast to Convergence, denotes that two or more terms can be added to a target text during translating; it reflects the many-to-one connection, Amplification refers to the addition of words to the message in target in order to extend its meaning. The term “Reduction” refers to the removal of phrases or words from the target text. Condensation is the process of considering expressions into a single word or a shorter sentence while maintaining the main idea. Reordering is the process of relocating the text, and Diffusion is the process of expanding a source text without adding more information. As a consequence of her study, she discovered that eight out of nine translation techniques were found, excluding a translation technique which is Diffusion. Equation is the most commonly used, followed by Reordering and Amplification (Khanjanavisttaohol, 2018). However, she pointed out that there are also some difficulties and challenges received from applying the translation techniques of Malone (1988). The problem is that a single menu could have many techniques not only one technique. As a result, the researcher must isolate each part of the source text and compare it to the target text’s translated version.

Another related study was investigated by Roekmongkhonwit (2006). This paper analyzed the translation strategies employed in translating a travel document named Jatujak Market Guidebook (Voyage, 2004). He also adopted the translation strategy of Baker (1992) as the framework. His findings illustrated that seven out of eight strategies of Baker (1992) were found in translating Thai words to English words. Paraphrasing by using a related word was the most frequently used for translation, followed by the cultural substitution strategy. However, the strategy of illustration was not found in this paper. He pointed out that the non-equivalence at word level in the translation is the key factor to maintain the meaning of the source language, due to the fact that the Thai food menu contains the specific meaning and could not be clarified in English. So, the strategies used in translation mainly focused on dealing with the non-equivalent problem.

Similar to Roekmongkhonwit (2006), Buranatrakoon (2020) studied the translation quality and translation strategies used in the menus translated into English in the online food delivery in Thailand. His study also adopted the translation strategies

of Baker (2011) as the framework. After analyzing 89 translated menus gathered from the online food delivery platform in Thailand, the researcher discovered that six out of eight translation strategies were used, however some menus have more than one strategy. The researcher suggested for further study it would be beneficial to explore other sources of documents involving the tourist attractions in order to encourage tourism within Thailand.

Overall, these previous related studies are connected to the translation analysis which has been investigated in the field of translating food menus by both foreign and Thai scholars. Various factors were examined, including focusing on the acceptability of the target text of the restaurant's translated menu, strategies of translation used in food menu of Thai restaurants, and translation strategies used in translating a traveling document. Obviously, the non-equivalence's strategies at word level proposed by Baker (1992) had been adopted as a framework in many studies to deal with the series of the translation procedure's difficulty: the word level non-equivalence. This study aims to investigate the Thai food menu's translation strategy which consists of several Thai words which have specific meanings and might not be clarified in English.

Concerning the importance of the distinct meaning of the source and target language, as well as several difficulties of translation of non-equivalence at word level, which occurred when there are no suitable expressions or words in the target language which contain the source language's exact meaning, then the translation strategy of Baker (1992) will be the framework for this paper to analyse the food menu translation strategy used in the Michelin Guidebook 2021.

CHAPTER 3

RESEARCH METHODOLOGY

This study aims to investigate translation strategies employed in the Michelin Guidebook 2021. The frequency and percentage of each of Baker's translation strategies found in the Michelin Guidebook 2021 are the objective of the study. This chapter describes the data of the study, data collection, data analysis, and data presentation.

3.1 Data of the Study

The position of this research is as a study of translation strategies employed in the Michelin Guidebook 2021 produced by Michelin Travel Partner in France and distributed in Thailand by Amarin Book Center Co., Ltd. in September 2020. The guidebook represents the recommendations of numerous restaurants and hotels in Bangkok, Chiang Mai, Phuket, and Phang-Nga. With the unique and well-known rating system called 'Michelin Star' it creates an extended selection of great places to eat and stay for everyone. The guidebook becomes the mechanism to encourage the foreign tourists to visit Thailand and taste the authentic Thai cuisines. The researcher searched for the printed Michelin Guidebook and found that there are four editions (one each year); 2018-2021. The studied menu items were chosen from the Michelin Guidebook 2021 which is the latest edition from the library.

3.2 Data Collection

The researcher collected the existing data base from the Michelin Guidebook 2021. The Michelin Guidebook 2021 contains over 190 different food menus counted in Bangkok, including all kinds of food e.g., western food, eastern food, and desert which were presented both in Thai and English versions. Menus was gathered from the restaurants that were awarded by the Michelin rating system located in Bangkok, Chiang Mai, Phuket, and Phang-Nga. However, the researcher intentionally selects 88 Thai food menus as the study's population which criteria are as follows:

- 1) Thai food menus are from the authentic Thai restaurants that were awarded by the Michelin rating system located in Bangkok.
- 2) Thai food menus having both Thai and English versions.
- 3) Only Thai savory categories excluding beverages and deserts will be counted and analyzed to find their translation strategies.
- 4) The grammatical errors and misspellings will not be studied in this research.

3.3 Data Analysis

To analyze the samples in this study, the researcher employed Baker's (1992) translation strategies of non-equivalence at the word level, as follows:

- 1) Translation by more a general word (superordinate)
- 2) Translation by more neutral/less expressive word
- 3) Translation by cultural substitution
- 4) Translation by using a loan word or loan words plus an explanation
- 5) Translation by paraphrasing with related words
- 6) Translation by paraphrasing with unrelated words
- 7) Translation by omission
- 8) Translation by illustration

The findings will be explained in the form of descriptive statistics. The frequency of all translation strategies found are counted and calculated in terms of percentage. Moreover, the frequency of all translation strategies found will be estimated by using the intra-rater reliability which is a repeated-measures design through the analysis. The researcher will randomly select 10 Thai food menus out of all selected 88 food menus to determine the reliability of the translation strategies by comparing those two results (see appendix Table 2).

3.4 Data Presentation

Following an analysis of the translation strategies used in translating Thai food menus for the Michelin Guidebook 2021, all strategies were categorized and percentages were calculated using the formula below, and the most frequently used translation strategies were displayed in a table with a conclusion.

$$\frac{100 \times X}{Y}$$

X refers to the total numbers of each type of translation strategies used

Y refers to the total numbers of all translation strategies used

The findings are presented in the fourth chapter, answering the research questions of what were the translation strategies used in translating Thai food menus from Thai to English in the Michelin Guidebook 2021 and the frequencies and percentages of each translation strategy found in translating the Michelin Guidebook 2021.

CHAPTER 4

RESULTS AND DISCUSSION

The previous chapter focused on the research methodology of the study including the data of the study, data collection, data analysis, and data presentation. This chapter presents the findings which were divided into two parts to answer the research questions. The first part would answer the first research question of this study which is what are the translation strategies used in translating Thai food menus from Thai to English in the Michelin Guidebook 2021? The following part would answer the second question of this study which is what are the frequencies and percentages of each translation strategy used for translating Thai food menus of the Michelin Guidebook 2021?

4.1 An Answer to Research Question 1

Analyzing 88 translated Thai food menus collected from the Michelin Guidebook 2021 based on Baker (1992)'s translation strategy as the guideline (see appendix Table 1). The researcher discovered all eight translation strategies of Baker were employed in the Thai food menus. Moreover, some menus employed more than one translation strategy.

All eight translation strategies were (1) translation by a more general word (superordinate), (2) translation by a more neutral/less expressive word, (3) translation by using cultural substitution, (4) translation by using loan words or loan words plus an explanation, (5) translation by paraphrasing with related words, (6) translation strategy by paraphrasing with unrelated words, (7) translation strategy by omission and (8) translation strategy by illustration. The findings are illustrated below.

Table 4.1.1

The Use of the Translation by a More General Word (Superordinate)

No.	Source Language	Target Language
1.	เป็ดชอสมะขามส้มซ่า	Roasted duck with <u>lime</u> tamarind sauce

Table 4.1.1*The Use of the Translation by a More General Word (Superordinate) (Cont.)*

No.	Source Language	Target Language
2.	หมูผัดส้มเสี้ยว	Stir-fried pork in <u>yellow chili paste</u>
3.	แกงปูยกยี่ใต้	Yellow curry from <u>the Gulf of Thailand</u>
4.	แกงคั่วเปิดไส้สะลากับมะอึอีก	Intense and aromatic red curry duck with snake fruit and <u>sour yellow eggplant</u>
5.	ไขกระดูกซี่ซี่ม้อน	Creamy bone marrow with flavor <u>some Thai-style sauce</u>
6.	ข้าวผัดหน้าเลียบ	Stir-fried pork with <u>salted Chinese olives</u> on rice
7.	แกงเขียวหวานลูกชิ้นปลากราย	Green curry with <u>fish balls</u>
8.	ลาบเป็ดอุดร	Udon Thani-style <u>spicy duck salad</u>
9.	แกงรัญจวน	Traditional Thai shrimp paste based soup
10.	แกงฮังเล	Pork belly curry
11.	น้ำพริก	Thai style chili dips
12.	เส้นหมี่ผัดปูนิ่ม	Stir-fried <u>noodles</u> with soft shell crab
13.	หมูสับปลาเค็มตราด	<u>The anchovy</u> and minced pork chili dip
14.	แกงมอญหมูย่าง	Red curry with <u>grilled pork</u>
15.	หลนปูกับผักจิ้ม	Sweet and sour coconut dip with crabmeat
16.	เนื้อปูผัดพริกขี้หนูสวน	Stir <u>anchovy</u> - fried crab with <u>chili</u> (Pu Pat Phrik Khi Nu Sot)
17.	แสร้งว่ากุ้งปลาคอกฟู	Roasted shrimp dip with crispy catfish salad
18.	บะหมี่เกี๊ยวกุ้งเปิดอย่างในน้ำต้มยำรสเข้มข้น	Duck <u>noodles</u> with shrimp wonton in Tom Yum soup

Remark: the underlined words in this table are the use of a more general word in the translated version.

Table 4.1.1 shows the use of the translation strategy by a more general word (superordinate). This type of strategy aims to cope with the translation problem of lacking the specificity in a word to be translated. When the translator perceives that the source language is quite unique, they tend to explain such words in the most understandable context in order to express the meaning of the source language. For instance, the food named ‘แกงเขียวหวานลูกชิ้นปลาทราย’ was translated into ‘Green curry with fish balls’, the translator used a more general word like ‘fish balls’ to elaborate the picture of ‘ลูกชิ้นปลาทราย’ but did not specify the term while conveying the nearest meaning to the source language.

Table 4.1.2

The Use of the Translation by a More Neutral/less Expressive Word

No.	Source Language	Target Language
1.	ข้าวคลุกกะปิที่ใช้ข้าวอออร์แกนิกและกะปิ ชั้นดีกลิ่นหอม <u>ริ้วจวนเสิร์ฟพร้อมกุ้ง</u> แม่น้ำราดซอส มันกุ้งต้มยำ	Khao Khluk Kapi; the organic rice, cooked with salty <u>aromatic</u> shrimp paste and pork jam, is served with perfectly done river prawns
2.	ข้าวผัด <u>โคตร</u> ปู	Fried rice with crabmeat

Remark: the underlined words in this table are the use of a more neutral/less expressive word in the translated version

Table 4.1.2 illustrates the use of the translation strategy by a more neutral/less expressive word. This strategy is used when the translator realizes that the source language is too direct or contains too negative/positive meanings. To avoid the attachment of the author’s feelings, sometimes the translator translated the non-equivalence by using the nearest equivalence to make an acceptable translation. For instance, the food named ‘ข้าวผัดโคตรปู’ was translated into ‘fried rice with crabmeat’. The translator avoided using the word ‘โคตร’ which means ‘to emphasize something intensely or very...’ which might contain the intention or feeling of the author.

Table 4.1.3*The Use of the Translation Strategy by Cultural Substitution*

No.	Source Language	Target Language
1.	ยำตะไคร้	Spicy lemongrass <u>salad</u>
2.	ขนมปังหน้าหมู	Deep-fried pork <u>toast</u> or pounded
3.	ฮ็อตด็อกไส้จี่วรมควัน	Robustly spiced_northern <u>hotdog</u>
4.	ส้มตำกั้งสด	Spicy Som Tam with raw mantis <u>salad</u>
5.	ลาบเป็ดอุดร	Udon Thani-style spicy duck <u>salad</u>
6.	กระเพาะปลาน้ำแดง	<u>Stewed</u> fish maw in <u>gravy</u>
7.	ยำกุ้งฟู	Deep-fried minced_shrimp with mango <u>salad</u>
8.	ทอดมันกุ้ง	Pork and Shrimp <u>pancakes</u>
9.	ยำวุ้นเส้นโบราณ	Tangy glass noodle <u>salad</u>
10.	หมูสับปลาเค็มตราด	The <u>anchovy</u> and minced pork chili dip
11.	น้ำพริก	Thai style chili <u>dips</u>
12.	ยำส้มโอกุ้งสด	Pomelo <u>salad</u> with shrimp
13.	ยำทะเลรวมมิตร	Mixed seafood <u>salad</u>
14.	ราดหน้าเนื้อเส้นหมี่	Deep-fried rice noodles and beef topped with <u>gravy</u>
15.	หลนปูกับผักจิ้ม	Sweet and sour coconut <u>dip</u> with crabmeat
16.	เสิร์ฟว่ากุ้งปลาตุ๋น	Roasted shrimp <u>dip with</u> crispy catfish <u>salad</u>
17.	กระหล่ำปลีทอดน้ำปลาดี	Fried Chinese cabbage with <u>soy source</u>
18.	ไข่เจียวปู	Crab <u>omelettes</u>

Remark: the underlined words in this table are the use of cultural substitution in the translated version

Table 4.1.3 presents the use of the translation strategy by cultural substitution. This strategy was used when the translator replaced the source language's cultural-specific item with a familiar item or expression so that the target reader instantly understood the message of the source language. By this strategy, the translator tended to convey the message by presenting the methods of cooking or its physical appearance through the familiar cultural background of the target reader.

For instance, the food named ‘ขำตะไคร้’ was translated into ‘Spicy lemongrass salad’, ‘ขำทะเลรวมมิตร’ was translated into ‘Mixed seafood salad’, and ‘ขำกุ้งฟู’ was translated into ‘Deep-fried minced shrimp with mango salad’. The translator used the word ‘salad’, a mixture of vegetables usually served with a dressing sauce, as a cultural substitution. Showing this case was intended for illustrating the similarity of cooking method; that both dishes were cooked by mixing pieces of ingredients together. It can be said that the translator replaced the expression in the Thai text with an expression in the English language as both languages share the same implications, in order to make the target reader more familiar with the item and understand the message.

Similarly, the food named ‘ราดหน้าเนื้อเส้นหมี่’ which was translated into ‘Deep-fried rice noodles and beef topped with gravy’. The translator used the word ‘gravy’, a sauce made with meat juices and flour which is served with meat and vegetables, as a cultural substitution in order to elaborate its physical appearance of the food menu in line with the target reader's background.

As another example, the food named ‘ทอดมันกุ้ง’ was translated into ‘Pork and Shrimp pancakes’. In this case the source language has no direct equivalent in the target language, so the translator replaced it by the word pancake or pancakes, a thin, flat, or round cake made from a mixture of flour, milk, and egg, fried on both sides. The translator realized the familiarity of ‘ทอดมันกุ้ง’ and ‘pancake’ in term of method of cooking, which is fried, then they intentionally aimed to convey the meaning of the message to the target reader by using the word pancake instead. Readers can roughly imagine the picture of ‘ทอดมันกุ้ง’ which is similar to a pancake.

Table 4.1.4

The Use of the Translation Strategy by Using a Loan Word or Loan Words Plus an Explanation

No.	Source Language	Target Language
1.	ต้มยำปลาช่อนโบราณสูตรหม่อมสิ้นเงิน ร.ศ.109	Ancient <u>Tom Yam</u> with river fish
2.	ข้าวกลูกกะปิที่ใช้ข้าวออร์แกนิกและกะปิ ชั้นดีกลิ่นหอมรัฐจวนเสิร์ฟพร้อมกุ้ง แม่น้ำราดซอส มันกุ้งต้มยำ	<u>Khao Khluk Kapi</u> ; the organic rice, cooked with salty aromatic shrimp paste and pork jam, is served with perfectly done river prawns
3.	ข้าวแช่	Khao Chae
4.	พะโล้โบราณ	Phalo Bolan (stewed streaky pork with duck egg)
5.	ผัดไทย	Phad Thai
6.	พระรามลงสรง	<u>Phraram Long Song</u> (tender beef marinated with peanut sauce and garlic fried rice)
7.	ส้มตำกั้งสด	Spicy <u>Som Tam</u> with raw mantis salad
8.	ปลาช่อนนาจ้ำสีล	<u>Pla Chon Na Jam Sin</u> (snakehead fish with Thai-style salad)
9.	หมูทอดมะแขว่น	<u>Mu Thot Makhwaen</u> (fried pork with northern spices)
10.	เคาหยก (หมูสามชั้นตุ๋นกับผักดอง)	<u>Kao Yok</u> (stewed pork belly with pickled vegetables)
11.	ข้าวซอยหมู	Pork Khao Soi
12.	ต้มยำกุ้ง	Tom Yam with shrimp
13.	แกงเขียวหวานพริกขี้หนูสวนเสิร์ฟพร้อมโรตีส	Green curry with rib eye beef served with <u>roti</u>
14.	ก๋วยจั๊บน้ำ	Guay Jub (rolled rice noodle soup)
15.	กุ้งต้มกะทิ	<u>Kung Tom Ka Thi</u> or coconut soup with prawns and cha on leaves

Table 4.1.4

The Use of the Translation Strategy by Using a Loan Word or Loan Words Plus an Explanation (Cont.)

No.	Source Language	Target Language
16.	แกงมัสมั่นทุเรียนอ่อน	Matsaman curry with young durian
17.	เย็นตาโฟ	Yentafo (pink noodle soup)
18.	ซูเปอร์ขาไก่	The <u>super</u> chicken feet
19.	เนื้อปูผัดพริกขี้หนูสวน	Stir-fried crab with <u>chili</u> (Pu Pat Phrik Khi Nu Sot)
20.	แหนมย่างใบตอง	Naem Yang Baitong (fermented pork in banana leaf)
21.	ปลาหิมะสามรส	Pla-Hi-Ma Sam Rot (deep-fried snow fish with sweet and sour sauce)

Remark: the underlined words in this table are the use of a loan word or loan words plus an explanation in the translated version

The use of the translation strategy by using a loan word or loan words plus an explanation are presented in Table 4.1.4. This translation strategy was adopted when the translator found out that some types of Thai food have no direct equivalence in other cultures or languages, then the translators tended to translate those Thai food names as loan words. However, in some cases the translators used the loan word only, without any more explanation, assuming that the target readers already understood its meanings. But in some cases, the translators provided the explanation with the loanwords to ensure that the readers were on the same page. Moreover, it is not an exaggeration to say that some menus of Thai food are internationally well known worldwide. For example, ‘มัสมั่น’ was translated as ‘Matsaman or Matsaman curry’ or ‘ต้มยำ’ was translated as ‘Tom Yum’. Thus, with this type of translation by using a loan word or loan words plus explanation, can elaborate the target reader’s understanding and they can see what the food looks like. Like for the food named ‘เย็นตาโฟ’ the translator used the word

‘Yentafo’ (pink noodle soup) as its translated version to illustrate the picture of the dish by given some detail or what the color of the dish is.

Table 4.1.5

The Use of the Translation Strategy by Paraphrasing with Related Words

No.	Source Language	Target Language
1.	ต้มยำปลาช่อนโบราณสูตรหม่อมส้มจีน ร.ศ. 109	Ancient Tom Yam <u>with</u> river fish
2.	เป็ดซอสมะขามส้มซ่า	Roasted duck <u>with</u> lime tamarind sauce
3.	ไก่ย่างหนังกรอบ	Roasted chicken <u>with</u> crispy skin
4.	แกงเผ็ดปูใบชะพลู	Crab red curry <u>with</u> betel leaves
5.	หน้าตั้งแขก	Roast duck <u>with</u> nutmeg and coriander
6.	ต้มยำขาหมูโบราณ	Fragrant hot and sour soup <u>with</u> crispy pork leg
7.	กุ้งแม่น้ำราดซอสมะขาม	River prawns <u>with</u> tamarind sauce
8.	ไขกระดูกซี่โครง	Creamy bone marrow <u>with</u> flavor some Thai-style sauce
9.	เส้นหมี่ผัดปูนิ่ม	Stir-fried noodles <u>with</u> soft shell crab
10.	กุ้งทะเลทอดกระเทียม	Deep-fried mantis shrimp <u>with</u> garlic
11.	หอยลายผัดพริกเผา	Stir-fried clams <u>with</u> sweet chili paste
12.	ไก่กรอบซอสเห็ดแดง	Crispy chicken <u>in</u> red Shaoxing sauce
13.	ข้าวผัดหน้าเลียบ	Stir-fried pork <u>with</u> salted Chinese olives on rice
14.	หอยเสียบมะละกอ	Mussels <u>with</u> green papaya
15.	กุ้งทอดกระเทียม	Deep-fried shrimp <u>with</u> garlic
16.	ส้มตำกั้งสด	Spicy Som Tam <u>with</u> raw mantis salad

Table 4.1.5*The Use of the Translation Strategy by Paraphrasing with Related Words (Cont.)*

No.	Source Language	Target Language
17.	แกงเขียวหวานลูกชิ้นปลากราย	Green curry <u>with</u> fish balls
18.	แกงคั่วปูใบชะพลู	Red curry <u>with</u> the crabmeat and wild betel leaves
19.	คอกหมูย่างน้ำผึ้ง	Grilled pork shoulder <u>with</u> honey and herbs
20.	ปลาหิมะทอดซีอิ๊ว	Deep-fried snow fish <u>with</u> soy sauce
21.	ผัดคะน้าปลาเค็ม	Stir-fried kale <u>with</u> salted halibut
22.	ต้มยำกุ้ง	Tom Yam <u>with</u> shrimp
23.	แกงเผ็ดเป็ดย่างใส่เงาะ	Smoked duck <u>with</u> red curry and rambutan
24.	แกงมัสมั่นทุเรียนอ่อน	Matsaman curry <u>with</u> young durian
25.	กระทงปลาทอดน้ำปลาดี	Fried Chinese cabbage <u>with</u> soy source
26.	ปูไข่นึ่งนมสดที่เสิร์ฟพร้อมน้ำจิ้มซีฟู้ดรสจัดจ้าน	Steamed mud crab <u>with</u> molten crab roe and flavorful dipping sauce
27.	ต้มส้มปลาเค็มหมูสามชั้นรสเปรี้ยว	Pork belly sour soup <u>with</u> sun-dried salted fish
28.	แกงมอญหมูย่าง	Red curry <u>with</u> grilled pork
29.	ยำส้มโอกุ้งสด	Pomelo salad <u>with</u> shrimp
30.	แสร้งว่ากุ้งปลาคุกฟู	Roasted shrimp <u>dip with</u> crispy catfish <u>salad</u>
31.	บะหมี่กึ่งยาวกุ้งเป็ดย่างในน้ำต้มยำรสเข้มข้น	Duck noodles <u>with</u> shrimp wonton in Tom Yum soup

Remark: the underlined words in this table are the use of paraphrasing with related words used in the translated version.

Table 4.1.5 shows the use of the translation strategy by paraphrasing using a related word. This strategy was adopted when the translator was required to explain the concept of expressing the source item lexicalized in the target language even in a different form. Thus, to enable the translated text to be more natural and smoother while conveying the same meaning, adding more words or paraphrasing it into a different structure may be useful. Referring to this table, it can be concluded that the translator added more information regarding the food menu in the translated text to enhance the understanding of the target reader. For instance, the food named ‘แกงมัสมั่นทุเรียนอ่อน’ was translated into ‘Matsaman curry with young durian’, the translator added the preposition ‘with’ to describe the same meaning but in a different form, instead of using the literal translation strategy as ‘Matsaman curry young durian’.

Table 4.1.6

The Use of the Translation Strategy by Paraphrasing with Unrelated Words

No.	Source Language	Target Language
1.	ต้มยำขาหมูโบราณ	Fragrant hot and sour soup with <u>crispy</u> pork leg
2.	แกงปูปักยี่ใต้	Yellow curry from <u>the Gulf of Thailand</u>
3.	ไขกระดูกซี่โครงอ่อน	<u>Creamy</u> bone marrow <u>with</u> flavor some <u>Thai-style</u> sauce
4.	มาม่าไอ้โห	<u>Jay Oh's Tom Yam</u>
5.	หลนปูกับผักจิ้ม	Sweet and sour <u>coconut</u> dip with crabmeat
6.	หมูผัดส้มเสี้ยว	Stir-fried pork in <u>yellow</u> chili paste

Remark: the underlined words in this table are the use of paraphrasing with unrelated words used in the translated version.

Table 4.1.6 shows the use of the translation strategy by paraphrasing with unrelated words. This translation strategy is related to adding words or using related words in the target text which those words are not found in the source text. The purpose of this strategy was to better enhance the target reader’s understanding of the message.

As shown in the table, some Thai food menus which are the source language are unique and implicit. Therefore, the translators tended to use other words to interpret its meaning and decode the uniqueness of such food menus instead of using literal translation strategy or using a loan word.

For instance, the food named ‘หลนปูกับผักจิ้ม’ was translated into ‘Sweet and sour coconut dip with crabmeat’. The translator simplified the word ‘หลน’ which is a unique dish and semantically complex. Thus, the translator unpacked the meaning of the source item by elaborating its taste and ingredients as ‘Sweet and sour coconut dip’ instead.

Also, in some cases the translator added more information that not related to the source language to provide more information of such food menu for the target reader such as the food named ‘มาม่าไอ้โห’ (an instant noodle in a Tom Yum soup) was translated into ‘Jay Oh's Tom Yam’. The word ‘Jay Oh’ is a proper noun in Thai languages which was the name of the owner of such a restaurant, with a focus on representing his/her own recipe, the translator intentionally added this word to the implicit message of the dish.

Table 4.1.7

The Use of the Translation Strategy by Omission

No.	Source Language	Target Language
1.	ต้มยำปลาท่อนโบราณสูตรหม่อมสิ้นจินรศ.109	Ancient Tom Yam with river fish
2.	แกงปูยักษ์ใต้	Yellow curry from the Gulf of Thailand
3.	ฮ็อตด็อกไส้อั่วรวมกวัน	Robustly spiced northern hotdog
4.	ปูผัดพริกไทยดำ	Stir-fried mud crab with pepper
5.	ไก่กรอบซอสเห็ดสีแดง	Crispy chicken in red Shaoxing sauce
6.	หมึกไข่เลลาว	Fried squid
7.	เนื้อปูผัดพริกเหลือง	Stir-fried crab with yellow chili

Table 4.1.7*The Use of the Translation Strategy by Omission (Cont.)*

No.	Source Language	Target Language
8.	หอยเชลล์ผัดซอส X.O	X.O scallops
9.	ยำวุ้นเส้นโบราณ	Tangy glass noodle salad
10.	หมึกผัดไข่เค็มกลั่นควั่นมะพร้าวที่เสิร์ฟ บนกะลา	Salted yolk squid smoked with coconut husk
11.	กุ้งอบวุ้นเส้นหม้อดิน	Prawns and glass noodles in clay pots
12.	ปูผัดพริกกระเทียม	Garlic and chili crab
13.	ซี่โครงหมอบราดซอสมะขาม	Sticky tamarind ribs
14.	หมูสับปลาเค็มตราด	The anchovy and minced pork chili dip
15.	ก๋วยเตี๋ยวคั่วไก่	Fried noodles
16.	กะหล่ำปลีทอดน้ำปลาดี	Fried Chinese cabbage with soy source
17.	กุ้งแช่น้ำปลา	Shrimp with fish sauce
18.	หมูเค็มต้มกะทิ	Salted pork in coconut milk
19.	บะหมี่เกี๊ยวกุ้งเป็ดย่างในน้ำต้มยำ รสเข้มข้น	Duck <u>noodles</u> <u>with</u> shrimp wonton in Tom Yum soup
20.	เนื้อปูผัดพริกขี้หนูสวน	Stir - fried crab with <u>chili</u> (Pu Pat Phrik Khi Nu Sot)
21.	ปูไข่หนึ่งนมสดที่เสิร์ฟพร้อมน้ำจิ้มซีฟู้ด รสจัดจ้าน	Steamed mud crab <u>with</u> molten crab roe and flavorful dipping sauce

Remark: the underlined words in this table are the use of omission used in the translated version.

Table 4.1.7 reveals the use of the translation strategy by omission. This translation strategy involved the omitting of a redundant meaning but retained the same

message of the source text. This strategy was adopted to avoid the target reader's confusion and make the text more concise and can save reader's time.

For example, the food named ‘กุ้งแช่น้ำปลา’ was translated into ‘Shrimp with fish sauce’. The word ‘แช่’ (marinated) was omitted because it represented how this dish was cooked. In this case it can be assumed that most Thai people can identify instantly the cooking method of this kind of food, the main ingredient as a shrimp needs to be marinated in some Thai sauces. As a result, it was unnecessary to identify ‘แช่’ (marinated) to the target text.

Another example is ‘ต้มยำปลาช่อนโบราณสูตรหม่อมส้มจีน ร.ศ. 109’ which was translated into ‘Ancient Tom Yam with river fish’. As you can see, the translator omitted the word ‘ร.ศ. 109’ (R.S. 109 (1809)) in translating the food menu. This is because the period of time did not influence the overall meaning of such a food menu. There was the word ‘Ancient’ which contained the sense that this menu was created a very long time ago, then to avoid a redundant message there was no need to clarify twice.

Table 4.1.8

The Use of the Translation Strategy by Illustration

No.	Source Language	Target Language
1.	เป็ดชอสมะขามส้มซ่า	<u>Roasted</u> duck with lime tamarind sauce
2.	แกงเผ็ดปูใบชะพลู	Crab <u>red</u> curry with betel leaves
3.	หมี่กรอบ	Crispy rice noodles <u>in sweet and sour sauce</u>
4.	ยำตะไคร้	<u>Spicy</u> lemongrass salad
5.	แกงคั่วปูระอม	Crab meat and acacia <u>red</u> curry
6.	แกงคั่วเปิดใส่สละกับมะอึ๊ก	<u>Intense</u> and aromatic <u>red</u> curry duck with snake fruit and sour yellow eggplant
7.	หน้าตั้งแขก	<u>Roast</u> duck with nutmeg and coriander
8.	แกงปูบ้านใต้	<u>Yellow</u> curry from the Gulf of Thailand

Table 4.1.8*The Use of the Translation Strategy by Illustration (Cont.)*

No.	Source Language	Target Language
9.	ขนมปังหน้าหมู	<u>Deep-fried</u> pork toast or pounded
10.	ไขกระดูกไส้จืด	<u>Creamy</u> bone marrow with flavor some <u>Thai-style</u> sauce
11.	ฮ็อตด็อกไส้ฮั้วรมควัน	Robustly <u>spiced</u> northern hotdog
12.	กุ้งทะเลทอดกระเทียม	<u>Deep-fried</u> mantis shrimp with garlic
13.	ปูผัดพริกไทยดำ	<u>Stir-fried</u> mud crab with pepper
14.	ข้าวผัดหน้าเล็ยบ	<u>Stir-fried</u> pork with salted Chinese olives on rice
15.	ต้มยำขาหมูโบราณ	Fragrant <u>hot and sour</u> soup with <u>crispy</u> pork leg
16.	หอยลายผัดพริกเผา	<u>Stir-fried</u> clams with sweet chili paste
17.	ไก่กรอบซอสเห็ดแดง	Crispy chicken in <u>red</u> Shaoxing sauce
18.	หมึกไข่เลลาว	<u>Fried</u> squid
19.	หอยเล็ยบมะละกอ	Mussels with <u>green</u> papaya
20.	กุ้งทอดกระเทียม	<u>Deep-fried</u> shrimp with garlic
21.	ส้มตำกั้งสด	<u>Spicy</u> Som Tam with raw mantis salad
22.	ไส้หมูทอด	<u>Deep-fried</u> pork chitterling
23.	ไก่ทอดโรยด้วยกระเทียมเจียว	Fried chicken <u>topped with</u> deep-fried garlic
24.	แกงเขียวหวานลูกชิ้นปลากราย	<u>Green</u> curry with fish balls
25.	ลาบเป็ดอุดร	<u>Udon</u> Thani-style <u>spicy</u> duck salad
26.	กระเพาะปลาน้ำแดง	<u>Stewed</u> fish maw in gravy

Table 4.1.8*The Use of the Translation Strategy by Illustration (Cont.)*

No.	Source Language	Target Language
27.	ปลาช่อนผัดพริกขิง	Stir fried channa <u>with rice, crispy pork, and chili sauce</u>
28.	แกงคั่วปูใบชะพลู	<u>Red</u> curry with the crabmeat and wild betel leaves
29.	คอหมูย่างน้ำผึ้ง	Grilled pork <u>shoulder</u> with honey and <u>herbs</u>
30.	ผัดคะน้าปลาเค็ม	<u>Stir-fried</u> kale with <u>salted</u> halibut
31.	ยำกุ้งฟู	<u>Deep-fried</u> <u>minced</u> shrimp <u>with mango salad</u>
32.	แกงรัญจวน	<u>Traditional</u> Thai <u>shrimp paste</u> based soup
33.	ปลาหิมะทอดซีอิ๊ว	<u>Deep-fried</u> snow fish <u>with</u> soy sauce
34.	ทอดมันกุ้ง	<u>Pork</u> and Shrimp pancakes
35.	แกงเขียวหวานพริกขี้หนูสวนเสิร์ฟพร้อมโรตีสี่	<u>Green</u> curry with <u>rib eye</u> beef served with roti
36.	ราดหน้าเนื้อเส้นหมี่	<u>Deep-fried</u> rice noodles and beef <u>topped</u> with gravy
37.	ออส่วนจานร้อน	Fried oysters <u>on</u> a hot plate
38.	ปลากะพงหลงทาง	<u>Crispy</u> sea bass with <u>Thai</u> basil and <u>green</u> pepper
39.	แกงเผ็ดเปิดอย่างใส่เงาะ	<u>Smoked</u> duck with <u>red</u> curry and rambutan
40.	น้ำพริก	<u>Thai style</u> chili dips
41.	กระทงปลีทอดน้ำปลาดี	Fried <u>Chinese cabbage</u> with soy source
42.	ยำปลาชุกฟู	<u>Deep-fried</u> catfish that <u>perfectly balances</u> <u>crispy</u> skin and light, flaky fish

Table 4.1.8*The Use of the Translation Strategy by Illustration (Cont.)*

No.	Source Language	Target Language
43.	หมูผัดส้มเสี้ยว	Stir-fried pork in <u>yellow</u> chili paste
44.	เสิร์ฟกุ้งปลาคุกฟู	Roasted shrimp <u>dip with</u> crispy catfish <u>salad</u>
45.	ต้มส้มปลาเค็มหมูสามชั้นรสเปรี้ยว	Pork belly sour soup with <u>sun-dried</u> salted fish
46.	หมูผัดกะปิ	The <u>tasty</u> stir-fried pork with shrimp paste
47.	แกงมอญหมูย่าง	<u>Red</u> curry with grilled pork
48.	หลนปูกับผักจิ้ม	<u>Sweet and sour</u> coconut <u>dip</u> with crabmeat

Remark: the underlined words in this table are the use of illustration used in the translated version.

The use of the translation strategy of illustration by Baker (1992) is revealed in Table 4.1.8. This type of strategy is engaged with description, explanation, or demonstrating an example in order to convey the concept of the source text. The main objective of this translation strategy was the presence of a physical entity of a non-equivalent word. In this table, there were four ways to illustrate a clearer description, including:

(1) Using an adjective to signify the color of the food which aimed to elaborate a clearer picture of such dish. For example, the food named ‘แกงเขียวหวานลูกชิ้นปลากราย’ which was translated into ‘green curry with fish balls’ in English, the translator tended to add an adjective of color ‘green’ to indicate the color of the dish.

(2) Using an adjective to signify the origin place/ origin country of food or ingredients origination. For example, the food named ‘น้ำพริก’ which was translated into ‘Thai style chili dips’ in English. In this case it can be assumed that the translator perceived that this kind of food composes the ingredients from Thailand and was made in the Thai style thus, they wanted to give such information to the target reader.

(3) Using a preposition ‘with’ or ‘top(ped) with’ to signify the style of serving, the appearance of such a dish, or even to illustrate the ingredients of a food dish. For

instance, the food named ‘ปลาช่อนผัดพริกขิง’ was translated into ‘stir fried channa with rice, crispy pork, and chili sauce’ in English. The translator added the preposition ‘with’ to indicate the main ingredients of the dish in order to give the target reader more understanding.

(4) Describing the cooking methods of the dish to give the target reader a clearer picture. For example, the food named ‘แกงเผ็ดเป็ดย่างใส่เงาะ’ which was translated into ‘smoked duck with red curry and rambutan’ in English. The translator used the words ‘smoked’ to describe how the dish was cooked to make the dish’s physical appearance look clearer.

(5) Adding an adjective to elaborate the taste of the food. For example, the food named ‘หลนปูกับผักจิ้ม’ was translated into ‘sweet and sour coconut dip with crabmeat’ in English. The translator used the adjective words of sweet and sour to help the target reader know the taste of the dish.

4.2 An Answer to Research Question 2

In this part, the results answered the second research question of what are the frequencies and percentages of each translation strategy used for translating Thai food menus of the Michelin Guidebook 2021? Table 4.2.1 presents the frequency and percentages of translation strategies that the researcher discovered from analyzing 88 Thai food menus collected from the Michelin Guidebook 2021 based on Baker (1992)’s guidelines.

Table 4.2.1

The Frequency and Percentage of Each Translation Strategy Found in the Menu Items

No.	Translation strategies	Frequency	Percentage
1.	Translation by more a general word (superordinate)	18	10.90 %
2.	Translation by more neutral/less expressive word	2	1.21 %
3.	Translation by cultural substitution	18	10.90 %

Table 4.2.1

The Frequency and Percentage of Each Translation Strategy Found in the Menu Items (Cont.)

No.	Translation strategies	Frequency	Percentage
4.	Translation by using a loan word or loan words plus an explanation	21	12.73 %
5.	Translation by paraphrasing with related words	31	18.79 %
6.	Translation by paraphrasing with unrelated words	6	3.64 %
7.	Translation by omission	21	12.73 %
8.	Translation by illustration	48	29.09 %

Remark: some menu items contain more than one strategy; thus, the percentage results showed the number of times the translation strategy was used in translating all 88 menus.

Table 4.2 shows that translation by illustration was the most frequently used at 29.09 % followed by the translation by paraphrasing with related words at 18.79 %. While the translation by using a loan word or loan words plus an explanation, translation by omission, translation by more a general word (superordinate), translation by cultural substitution, translation by paraphrasing with unrelated words, and translation by more neutral/less expressive word followed at 12.73 %, 12.73 %, 10.90 %, 10.90 %, 3.64 %, and 1.21 % respectively.

To summarize this chapter, after the analysis there were 88 food menus collected and the translation strategies of Baker (1992) were found 165 times. According to this data, the research questions were answered successfully. Starting with the first research question that aimed to identify the translation strategy used in the research data that adopted Baker's eight translation strategies, the findings revealed that there were all eight strategies found. Moreover, the second research question was to investigate the frequencies and percentages of each Baker's translation strategy used. The findings showed that the most frequently used was translation by illustration with 29.09 % and the least strategy used was the translation by more neutral/less expressive with 1.21 %.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter comprises (1) conclusion, (2) summary of the findings, (3) discussion of the findings, (4) limitations of the study and (5) recommendations for further research.

5.1 Conclusion

This study was an attempt to apply the translation strategies of Baker (1992) to an analysis of 88 Thai food menus in Bangkok of the Michelin Guidebook 2021 in the form of two research questions. The first research question was to identify the translation strategies used in translating Thai food menus from Thai to English in the Michelin Guidebook 2021. The second research question of this study aims to illustrate the frequencies and percentages of each translation strategy used for translating Thai food menus of the Michelin Guidebook 2021.

Based on the analysis conveyed, it can be concluded that the Baker's (1992) translation strategies could cover all the Thai food menus presented in the Michelin Guidebook 2021 in terms of dealing with non-equivalences in translating food menus from Thai into English. However, future exploration into the non-equivalence translation strategies could be useful to finding further effective strategies. This could improve the translation and gain some ideas about the guidelines for translating food menus.

5.2 Summary of the Findings

The finding of this research can be summarized into two main parts based on the research questions as follows:

5.2.1 Translation Strategies

According to the analyzed strategies from the data of 88 Thai food menus, all translation strategies of Baker's (1992) were found in the collected data. The translation strategies that were exploited from the data were translation by a more

general word (superordinate), translation by more neutral/less expressive word, translation by cultural substitution, translation by using a loan word or loan words plus an explanation, translation by paraphrasing with related words, translation by paraphrasing with unrelated words, translation by omission, and translation by illustration.

5.2.2 The Frequency and Percentage

From the analysis, all translation strategies of Baker (1992) were employed in 88 menu items which are translation by illustration was counted 48 times (29.09 %), translation by paraphrasing with related words was counted 31 times (18.79 %), translation by using a loan word or loan words plus an explanation was counted 21 times (12.73 %), translation by omission was also counted 21 times (12.73 %), translation by more a general word (superordinate) was counted 18 times (10.90 %), translation by cultural substitution was also counted 18 times (10.90 %), translation by paraphrasing with unrelated words was counted 6 times (3.64 %), and translation by more neutral/less expressive word was counted 2 times (1.21 %).

In conclusion, the results of this study showed that all eight translation strategies of Baker (1992) were found in the Michelin Guidebook 2021 in order to handle the non-equivalence at word level which occurs in the translation when transmitting text from the source Thai language to the target English language. Thus, the Michelin Guidebook's translators try to transfer the meaning of the source Thai text to the target English text for the purpose of conveying the name of the authentic Thai food and giving the readers a full understanding.

5.3 Discussion of the Findings

The problem of non-equivalence at word level in translation is one of obstacles in translation. It means that the translator cannot find the target text which contains the exact meaning of the source text. Consequently, several translation strategies are used as a means to cope with the non - equivalent problem in the translation process which often causes difficulties for the translator (Baker,1992). Moreover, Baker (1992) explains that "The choice of a suitable equivalent in a given context depends on a wide

variety of factors” (p. 17). After analyzing the translation strategies used in translating Thai food menus, this study has provided some insights into the translation as follows:

The translation by illustration was mostly discovered in translating Thai source words at 29.09 %. The result implies that the source Thai word was obviously unique and not simple to translate into the target English words. In addition, it seemed that the target English words could not cover some aspects of the Thai words equivalently when referring to a physical entity. From the study, it can be concluded that there are five ways to illustrate the dishes clearer: (1) using an adjective to describe the food’s color, (2) using an adjective to identify the origin place/ origin country of such food or its ingredients, (3) using a preposition such as ‘with’ or ‘top(ped) with’ to signify the style of food serving, the appearance of such dish, as well as the ingredients that were cooked in food dish, (4) describing the cooking methods of the dish in order to make the dish’s physical appearance clear, and (5) adding an adjective to elaborate on the taste of the food. These findings showed a similarity with the study of Buranatrakoon (2020) in terms of the frequency which translation by illustration was the most frequently found in translating food menus from Thai to English. A previous study of Buranatrakoon also revealed that there are several ways to illustrate the food dishes, like the result of the present study. However, a study of Roekmongkhonwit (2006) found that the strategy of illustration was not used, due to the fact that most English target words could closely transfer the exact meaning of the source Thai words.

The next translation strategy found frequently used in this paper is the translation by paraphrasing with related words at 18.79 %. It is interesting that a few of the previous related studies also indicated that the strategy of translation by paraphrasing with related words ranked at the second frequency item similarly, as did the result in the study of Buranatrakoon (2020). However, the studies of Vorajaroensri (2002) and Kunavarote (2006) revealed that the strategy of paraphrasing with related words was not found.

More interestingly, the strategy of translation by using a loan word or loan words plus an explanation and translation by omission were in the third place in terms of frequency at 12.73 %, while the previous studies such as the study of Buranatrakoon (2020) ranked this strategy in the fifth place out of eight strategies. However, it could be concluded that the source Thai words are distinctive and could not be translated into

the target English word equivalently. Then the translators need to overcome these difficulties in translating those words by borrowing words from the source language including the name of a certain food or place or specific name in order to maintain the culture vibe and background of the source language. In some cases, the translators may assume that the readers are familiar with the source words and some of them are already well-known and widely used in the target culture, for example, 'Tom Yum', 'Matsaman', or 'Pad Thai'.

As another important finding, this study found that the translation strategies of Baker's (1992) could cover all the menus that were found in the translated version. In contrast, the previous studies of Vorajaroensri (2002), Kunavarote (2006), and Buranatrakoon (2020) highlighted that Baker's (1992) translation strategies could not cover all those items.

5.4 Limitations of the Study

This study only adopted the translation strategies of Baker's (1992) to analyze the translated Thai food menus which are presented in the Michelin Guidebook 2021. Due to the time constraints, the population of this study could cover only Thai food menus from the authentic Thai food restaurants located in Bangkok.

5.5 Recommendation for Further Research

Based on this research findings and conclusion, many suggestions and recommendations could be made for further studies. There are three aspects that this research could expand into as follows:

- 1) Due to the fact that this study only collected the data from the Michelin Guidebook 2021 focusing on Thai food menus from the authentic Thai restaurants in Bangkok only, there are another three locations of restaurants presented in the guidebook as well. Therefore, there is a wide room left for investigating the translation strategy used of the food menus in the different areas. Moreover, the further study could look at whether the location of the restaurants could impact the translator's choice of translation strategies. For example, the areas for data collection could be all locations presented in the guidebook and the researcher also could compare the findings of each location as the result.

2) Additional sources would be beneficial. Instead of exploring only the Michelin Guidebook 2021, it would be useful to investigate other editions of the Michelin Guidebook as well e.g., the Michelin Guidebook 2018, the Michelin Guidebook 2019, the Michelin Guidebook 2020, and the Michelin Guidebook 2022. In addition, more current guidebooks containing Thai - English languages with different editors and translators should be studied as well.

3) It would be more interesting if the further study could examine the food menus from western cuisines which contain both Thai and English versions. It could possibly study the desserts and beverages as well, in order to investigate the possible different findings resulting from the different types of food menus.



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APPENDICES

APPENDIX A
BAKER'S TRANSLATION STRATEGIES FOUND FROM THE
RESEARCH DATA

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
1.	ต้มยำปลาช่อนโบราณ สูตรหม่อมส้มจีน รัช. 109	Ancient <u>Tom Yam</u> <u>with</u> river fish				1	1		1	
2.	เป็ดขอสมะขามส้มซ่า	<u>Roasted duck with</u> <u>lime</u> tamarind sauce	1				1			1
3.	แกงเผ็ดปูใบชะพลู	Crab <u>red curry with</u> betel leaves					1			1
4.	ข้าวคลุกกะปิที่ใช้ข้าว ออร์แกนิกและกะปิชั้น ดีกลิ่นหอมรัญจวน เสิร์ฟพร้อมกุ้งแม่น้ำ ราดซอส มันกุ้งต้มยำ	Khao Khluk Kapi; the organic rice, cooked with salty <u>aromatic shrimp</u> paste and pork jam, is served with perfectly done river prawns		1		1				
5.	ข้าวแช่	Khao Chae				1				
6.	หมี่กรอบ	Crispy rice noodles <u>in sweet and sour</u> <u>sauce</u>								1
7.	ยำตะไคร้	<u>Spicy</u> lemongrass <u>salad</u>			1					1

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
8.	ขนมปังหน้าหมู	<u>Deep-fried</u> pork toast or pounded			1					1
9.	แกงคั่วปูชะอม	Crab meat and acacia <u>red</u> curry								1
10.	แกงคั่วเปิดใส่สละกับมะอึ๊ก	<u>Intense</u> and aromatic <u>red</u> curry duck with snake fruit and <u>sour yellow eggplant</u>	1							1
11.	หน้าตั้งแขก	<u>Roast</u> duck <u>with</u> nutmeg and coriander					1			1
12.	ต้มยำขาหมูโบราณ	Fragrant <u>hot and sour</u> soup <u>with</u> <u>crispy</u> pork leg					1	1		1
13.	แกงปูยักษ์ใต้	<u>Yellow</u> curry from the Gulf of Thailand	1					1	1	1
14.	ไขกระดูกซี่ซี่ม่อน	<u>Creamy</u> bone marrow <u>with</u> flavor some <u>Thai-style</u> sauce	1				1	1		1
15.	ฮ็อตดอกไส้วรมควีน	Robustly <u>spiced</u> northern <u>hotdog</u>			1				1	1
16.	ผัดไทย	<u>Phad</u> Thai				1				
17.	พระรามลงสรง	Phraram Long Song (tender beef marinated with peanut sauce and garlic fried rice)				1				

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
18.	กุ้งทอดกระเทียม	<u>Deep-fried</u> shrimp with <u>garlic</u>					1			1
19.	กุ้งทะเลทอดกระเทียม	<u>Deep-fried</u> mantis shrimp with <u>garlic</u>					1			1
20.	ปูผัดพริกไทยดำ	<u>Stir-fried</u> mud crab with pepper							1	1
21.	หอยลายผัดพริกเผา	Stir-fried clams with <u>sweet chili</u> paste					1			1
22.	มามาไอโห	<u>Jay Oh's Tom Yam</u>						1		
23.	ไก่กรอบซอสเห็ดสีแดง	Crispy chicken in <u>red Shaoxing</u> sauce					1		1	1
24.	ข้าวผัดหนำเลี้ยบ	<u>Stir-fried</u> pork with <u>salted Chinese olives</u> on rice	1				1			1
25.	หมึกไข่เตลาว	Fried squid							1	1
26.	หอยเสียบมะละกอ	Mussels with <u>green</u> papaya					1			1
27.	ส้มตำกั้งสด	<u>Spicy Som Tam</u> with raw mantis <u>salad</u>			1	1	1			1
28.	ไส้หมูทอด	<u>Deep-fried</u> pork chitterling								1
29.	ไก่ทอดโรยด้วยกระเทียมเจียว	Fried chicken topped with <u>deep-fried</u> garlic								1
30.	เนื้อปูผัดพริกเหลือง	Stir-fried crab with yellow chili							1	

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
31.	แกงเขียวหวาน ลูกชิ้นปลาทราย	<u>Green curry with fish balls</u>	1				1			1
32.	แกงคั่วปูใบชะพลู	<u>Red curry with the crabmeat and wild betel leaves</u>					1			1
33.	ลาบเป็ดอุดร	<u>Udon Thani-style spicy duck salad</u>	1		1					1
34.	กระเพาะปลาน้ำแดง	<u>Stewed fish maw in gravy</u>			1					1
35.	หอยเชลล์ผัดซอส X.O	X.O scallops							1	
36.	ปลาช่อนผัดพริกขิง	<u>Stir fried channa with rice, crispy pork, and chili sauce</u>								1
37.	คอหมูย่างน้ำผึ้ง	<u>Grilled pork shoulder with honey and herbs</u>					1			1
38.	ไก่ย่างหนังกรอบ	<u>Roasted chicken with crispy skin</u>					1			
39.	ยำกุ้งฟู	<u>Deep-fried minced shrimp with mango salad</u>			1					1
40.	คากุฮก (หมูสามชั้นตุ๋นกับผักดอง)	Kao Yok (stewed pork belly with pickled vegetables)				1				
41.	แกงรัญจวน	<u>Traditional Thai shrimp paste based soup</u>	1							1

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
42.	กุ้งต้มกะทิ	Kung Tom Ka Thi or coconut soup with prawns and cha on leaves				1				
43.	หมูเค็มต้มกะทิ	Salted pork in coconut milk							1	
44.	ปลาหิมะทอดซีอิ๊ว	<u>Deep-fried</u> snow fish <u>with</u> soy sauce					1			1
45.	ผัดคะน้าปลาเค็ม	Stir-fried kale <u>with</u> salted <u>halibut</u>					1			1
46.	พะโล้โบราณ	Phalo Bolan (stewed streaky pork with duck egg)				1				
47.	ปลาช่อนนาจำศีล	Pla Chon Na Jam Sin (snakehead fish with Thai-style salad)				1				
48.	หมูทอดมะแขว่น	Mu Thot Makhwaen (fried pork with northern spices)				1				
49.	ข้าวซอยหมู	Pork <u>Khao Soi</u>				1				
50.	ทอดมันกุ้ง	<u>Pork</u> and Shrimp <u>pancakes</u>			1					1
51.	ออส่วนจานร้อน	fried oysters <u>on</u> a hot plate								1
52.	ต้มยำกุ้ง	Tom Yam <u>with</u> shrimp				1	1			

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
53.	แกงเขียวหวานพริกขี้หนู สวนเสิร์ฟพร้อมโรตีสาน	Green curry with rib eye beef served with roti				1				1
54.	กุ้งแม่น้ำราดซอส มะขาม	River prawns with tamarind sauce					1			
55.	ข้าวเส้นโอบราวน	Tangy glass noodle salad			1				1	
56.	หมึกผัดไข่เค็มกลั่นควัน มะพร้าวที่เสิร์ฟบนกะลา	Salted yolk squid smoked with coconut husk							1	
57.	ก้วยจับ	Guay Jub (rolled rice noodle soup)				1				
58.	ปูผัดพริกกระเทียม	Garlic and chili crab							1	
59.	ราดหน้าเนื้อเส้นหมี่	Deep-fried rice noodles and beef topped with gravy			1					1
60.	กุ้งอบวุ้นเส้นหม้อดิน	Prawns and glass noodles in clay pots							1	
61.	ยำทะเลรวมมิตร	Mixed seafood salad			1					
62.	ต้มส้มปลาเค็มหมูสาม ชั้นรสเปรี้ยว	Pork belly sour soup with sun-dried salted fish					1			1
63.	ซี่โครงหมูอบราดซอส มะขาม	Sticky tamarind ribs							1	
64.	แกงฮังเล	Pork belly curry	1							

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
65.	น้ำพริก	Thai style chili <u>dips</u>	1		1					1
66.	ปลากะพงทอดทาง	<u>Crispy</u> sea bass with <u>Thai</u> basil and <u>green</u> pepper								1
67.	เส้นหมี่ผัดปูนึ่ง	Stir-fried <u>noodles</u> with soft shell crab	1				1			
68.	แกงมัสมั่นทุเรียนอ่อน	Matsaman curry with <u>young</u> durian				1	1			
69.	หมูสับปลาเค็มทอด	The anchovy and minced pork chili <u>dip</u>	1		1				1	
70.	เย็นตาโฟ	Yentafo (pink noodle soup)				1				
71.	กระทู้ปลาทอด น้ำปลาดี	Fried <u>Chinese</u> cabbage with <u>soy</u> source			1		1		1	1
72.	ขำปลาดุกฟู	A deep-fried catfish that perfectly balances crispy skin and light, flaky fish								1
73.	ยำส้มโอกุ้งสด	Pomelo <u>salad</u> with shrimp			1		1			
74.	หมูผัดกะปิ	The <u>tasty</u> stir-fried pork with shrimp paste								1
75.	ไข่เจียวปู	Crab omelettes			1					

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
76.	ก๋วยเตี๋ยวคั่วไก่	Fried noodles							1	
77.	ข้าวผัดโคตรปู	Fried rice with crabmeat		1						
78.	ซูเปอร์ขาไก่	The <u>super</u> chicken feet				1				
79.	กุ้งแช่น้ำปลา	Shrimp with fish sauce							1	
80.	แกงมอญหมูย่าง	<u>Red</u> curry with grilled pork	1				1			1
81.	หลนปูกับผักจิ้ม	<u>Sweet and sour coconut dip</u> with crabmeat	1		1			1		1
82.	ແໝຍ່າງໄບຕອງ	Naem Yang Baitong (fermented pork in banana leaf)				1				
83.	ปูไฉนึ่งนมสดที่เสิร์ฟพร้อมน้ำจิ้มซีฟู้ดรสจัดจ้าน	Steamed mud crab with <u>molten</u> crab roe and flavorful dipping sauce					1		1	
84.	เนื้อปูผัดพริกขี้หนูสวน	Stir - fried crab with <u>chili</u> (Pu Pat Phrik Khi Nu Sot)	1			1			1	
85.	แสร้งว่ากุ้งปลาคุกฟู	Roasted shrimp <u>dip</u> with <u>crispy</u> catfish <u>salad</u>	1		1		1			1
86.	หมูผัดส้มเสี้ยว	Stir-fried pork in <u>yellow</u> chili paste	1					1		1

No.	Food Name (Thai)	Food Name (Eng)	Frequency of each type of translation strategy							
			More general word	More neutral/ less expressive word	Cultural substitution	Loan word or loan word plus explanation	Paraphrase using a related word	Paraphrase using unrelated words	Omission	Illustration
87.	ปลาหิมะสามรส	Pla-Hi-Ma Sam Rot (deep-fried snow fish with sweet and sour sauce)				1				
88.	พะหมี่เกี๊ยวกุ้งเปิดข้าง ในน้ำต้มยำรสเข้มข้น	Duck <u>noodles with</u> shrimp wonton in Tom Yum soup	1				1		1	

APPENDIX B
INTRA-RATER RELIABILITY

No.	Food Name (Thai)	Food Name (English)	Raters		Agreement
			Judge 1	Judge 2	
1	บะหมี่เกี๊ยวกุ้ง เป็ดย่างในน้ำต้ม ยารสเข้มข้น	Duck <u>noodles with</u> shrimp wonton in Tom Yum soup	A, E, H	A, E, D	0
2	แหนมย่างใบตอง	Naem Yang Baitong (fermented pork in banana leaf)	D	D	1
3	ซูเปอร์ขาไก่	The <u>super</u> chicken feet	D	D	1
4	ยำส้มโอกุ้งสด	Pomelo <u>salad with</u> shrimp	C, E	C, E	1
5	ข้าวผัดโคตรปู	Fried rice with crabmeat	B	B	1
6	หลนปูกับผักจิ้ม	<u>Sweet and sour coconut</u> <u>dip</u> with crabmeat	A, E, I	A, C, F, I	0
7	ก๋วยเตี๋ยวคั่วไก่	fried noodles	H	H	1
8	เส้นหมี่ผัดปูนิ่ม	Stir-fried <u>noodles with</u> soft shell crab	A, E	A, E	1
9	น้ำพริก	Thai style chili <u>dips</u>	C	A, C, I	0
10	แกงฮังเล	Pork belly curry	A	A	1
Number of Zeros					3
Number of Items					10
Percent Agreement					70%
<p><i>Remark: A refers to Translation by more a general word (superordinate)</i> <i>B refers to Translation by more neutral/less expressive word</i> <i>C refers to Translation by cultural substitution</i> <i>D refers to Translation by using a loan word or loan words plus an explanation</i> <i>E refers to Translation by paraphrasing with related words</i> <i>F refers to Translation by paraphrasing with unrelated words</i> <i>(H) refers to Translation by omission</i> <i>(I) refers to Translation by illustration</i> <i>1 refers to agree</i> <i>0 refers to disagree</i></p>					