



**AN ANALYSIS OF THE TRANSLATION STRATEGIES
USED IN MENU ITEMS TRANSLATED INTO ENGLISH
FROM THAI RESTAURANTS OPERATING IN
THAILAND**

BY

KHOCHANIPA SUWANTHES

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
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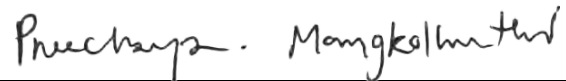
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ABSTRACT

Tourism is crucial for Thailand's economy, significantly contributing to its GDP, particularly through European and Chinese visitors. The global popularity of Thai cuisine has increased the demand for accurate English translations of Thai menu items from two Michelin-starred Thai restaurants, focusing on authentic Thai dishes. Using Baker's (1992) translation strategies for non-equivalence at the word level and Low's (2015) patterns for Thai food names, data were collected from 186 online menus, specifically including desserts while excluding beverages. Descriptive statistics quantified the frequency of each strategy. The findings showed that seven of Baker's eight strategies were employed, with translation by illustration being the most common, followed by cultural substitution and paraphrasing with related words. Translation by more neural words was not observed. Seven of Low's eight patterns were identified, along with eight new translation patterns, providing new insights into translating Thai food menu items.

Keywords: translation, translation strategy, authentic Thai food

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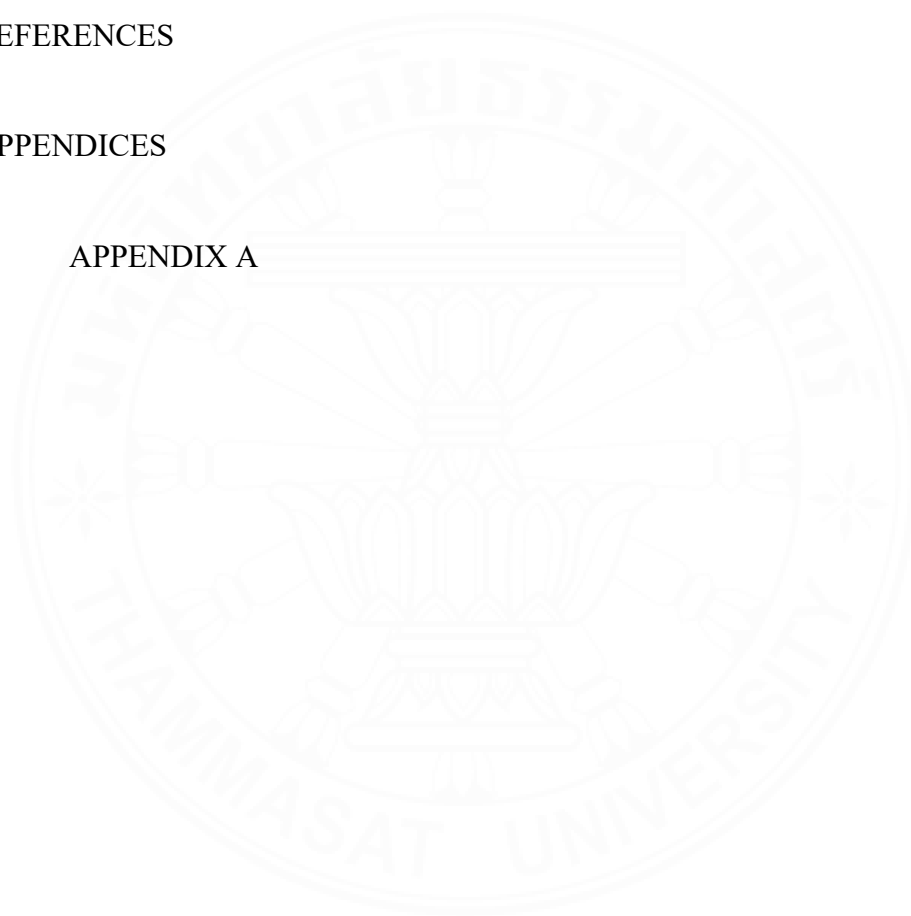
Khochanipa Suwanthes

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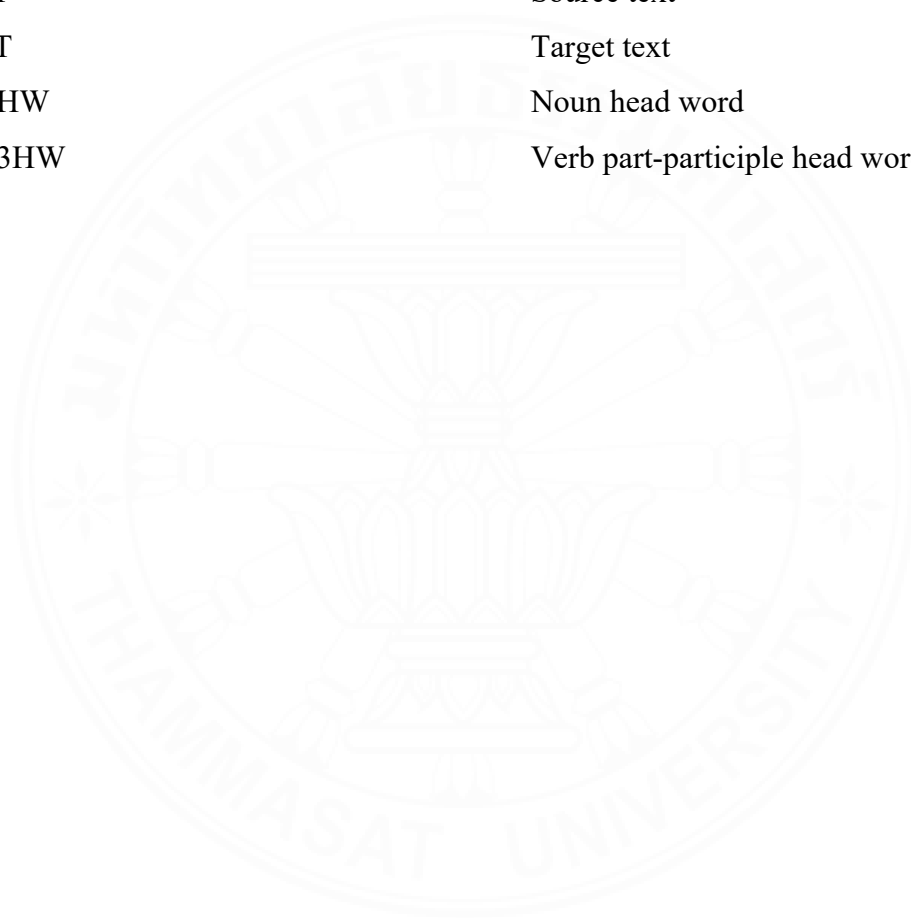


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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
SL	Source language
TL	Target language
ST	Source text
TT	Target text
NHW	Noun head word
V3HW	Verb part-participle head words



CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Tourism is the largest revenue source for Thailand, attracting international visitors to the country. According to the Bank of Thailand (2017), Thai tourism industry in Thailand represents 12.3% of the country's GDP (gross domestic product). The majority of this revenue comes from European and Chinese tourism. Tourism generates significant revenue for Thailand's economy. The country's numerous primary attractions, including royal palaces, ancient temples, floating markets, museums, and green spaces, draw millions of international tourists annually. Consequently, translation plays a crucial role in promoting tourism by facilitating communication and understanding among people of diverse languages and cultures. By implementing translated texts, visitors can gain knowledge and enrich their experiences. Professional translators play an important role in accurately conveying information across languages.

In recent years, Thai cuisine has gained appeal on the global culinary scene, and many tourists are willing to try authentic Thai cuisine. Therefore, Thai restaurants are establishing a significant presence not solely in Thailand but also in many other countries. This expansion has led to an increased demand for English translations of Thai menus to assist diverse customers.

The translation of menus is seen as a valuable strategic approach adopted by numerous Thai restaurants to improve their service standards and attract foreign customers. Hence, translators must have a solid understanding of both the source language (SL) and the target language (TL). According to Catford (1978), translation involves substituting textual content in one language (SL) with equivalent content in another language (TL). Therefore, translators must not only convey the meaning from one language to another but also ensure equivalence at all levels of translation to the original source. The translation of menus from Thai to English presents a unique set of challenges due to the cultural and linguistic differences between the two languages.

Thai cuisine is known for its rich flavors, unique ingredients, and advanced cooking method, which may not always have direct equivalents in English.

As a result, translators often need to employ various strategies to accurately convey the essence of Thai dishes while ensuring that the translations are clear, concise, and culturally appropriate for foreigners living and traveling in Thailand, and even aboard. Poor English translations of dish names tend to give bad impressions (Mu, 2010). Despite English translation, foreigners still struggle to understand menus. A good example is the Thai dish “Pad Thai.” The dish name lack clarity; “Pad” translates to “fried” in English, whereas “Thai” provides no indication of the dish itself. Foreigners may struggle to understand the meaning of “Pad Thai,” which translates to “fried Thai.” Whereas it is typically Thai fried noodle dish. Therefore, English translation guidelines for Thai food name should be established. High-quality English translations are crucial for the restaurant industry and tourism since they can boost service quality and facilitate cultural interactions (Pouget, 1999).

While, several studies have investigated translation strategies for subtitles in foreign movies, films, TV shows, news, magazines, guidebook, poetry, etc., little research has been conducted on translation strategies in the food industry, specifically food menus. Therefore, the present study aims to examine this specific field in authentic Thai restaurants selected from the distinctive and well-known ranking system known as the "Michelin Star." It will also investigate the English translation patterns used in the menus. It is anticipated that this study will fill the gap and offer a deeper understanding of the translation context of Thai cuisine. Additionally, the results may have practical implications for translators, culinary students, restaurant owners, and menu designers, providing valuable insights into how to create effective and culturally sensitive English translations of Thai menus.

1.2 Research Objectives

- 1) To analyze the translation strategies used in the menus translated into English.
- 2) To analyze the English translation patterns used in the menus translated into English.

1.3 Research Questions

- 1) What translation strategies are used for the translation of menus into English?
- 2) What patterns of English translation are used in menus translated into English?

1.4 Definitions of Key Terms

The study's key terms are defined as follows:

- 1) The menu in this study refers to a selection of authentic Thai food available in a restaurant, including appetizers, main courses, side-dishes and dessert.
- 2) Translation strategy refer to the approach used by translators to solve translation issues.
- 3) The translation of menu, in this focused on translating Thai food menus from Thai into English.
- 4) In this study, equivalence refers to the degree of similarity between a word or expression in the source language (Thai) and the target language (English), with the aim of conveying the same meaning as accurately as possible.
- 5) The source language (SL) refers to the language that the translator works with. In this case, the language is Thai.
- 6) The source text (ST) refers to the Thai menu text that has to be translated into English.
- 7) The target language (TL) refers to the language the translator is translating into. In this case, the language is English.
- 8) Target text (TT) refers to the English wording of Thai menus.
- 9) In this study, the term "Noun head words" (NHW) is used to describe the various types and ways of serving Thai dishes, such as salads, soups, curries, rice/noodles/chili dip, and desserts, when they are presented in noun form.
- 10) In this study, the term "Verb part-participle head words" (V3HW) is used to describe the various types and ways of serving Thai dishes, such as fried, deep-fried, steamed, baked/braised, and grilled/barbequed/roasted, when they are presented in verb part-participle form.

1.5 Scope of the Study

The study focuses on the translation strategies employed in the English translation of menus from two Thai restaurants of an online platform that are establishing their operations in Thailand. The study specifically examines the translation of authentic Thai savory dishes, including desserts but excluding beverages as appropriate translation can assist in a more solid understanding of Thai food culture and traditional cuisine.

1.6 Significance of the Study

The findings of this study have the potential to significantly benefit the hospitality industry, particularly the Thai restaurant business, both domestically and internationally. By providing specific guidelines for the effective translation of food and the English pattern of Thai menus, this research can help improve the dining experience for international consumers. Proper translation can enable them to experience authentic Thai cuisine, which can contribute to the overall quality of tourism-related services in Thailand. These benefits not only enhance the hospitality industry but also promote cultural exchange and understanding between different countries and cultures.

It also provides a useful guideline for culinary students to implement on how to design a menu that effectively communicates the unique flavors and ingredients of Thai dishes in English. This can be valuable for them as a future professional chef.

The study of the most frequently used strategies in the translation of menus might also assist those interested in this field in further study.

1.7 Organization of the Study

1) Chapter one consists an introduction which provides the background, research objectives, research questions, definition of terms, scope of the study, significance of the study, and organization of the study.

2) Chapter two presents the review of related literature, i.e., definitions of translation from various translation specialists, the cultural aspect of translation, the strategies used by professional translators for non-equivalence, the translation pattern of Thai food descriptions, and the related previous study.

- 3) Chapter three demonstrates the research methodology of the study.
- 4) Chapter four illustrates the outcomes of the data analysis.
- 5) Chapter five includes of a summary of findings, discussion of the results, the conclusion, the limitations of the study, and the recommendations for further research.



CHAPTER 2

REVIEW OF LITERATURE

The second chapter reviews the literature relevant to the current study in response to the research question stated earlier: 1) what translation strategies are used for the translation of menus into English? and 2) what patterns of English translation are used in menus translated into English? This chapter consists of five main sections. First, 2.1 discusses the meaning and significance of translation. The following section is 2.2 focusing on the cultural aspect of translation. Then, 2.3 investigates the non-equivalence strategies employed by professional translators. After that, 2.4 explores the translation patterns of Thai food descriptions, and lastly 2.5 reviews the related previous research on the topic of menu translation.

2.1 Translation

Translation is the process of transferring a message's meaning from the source language or SL to the target language of TL. Similar to Larson (1984), provides a definition of translation as the process of conveying the meaning from the source language into the target language while maintaining the structure of the original language but adjusting its form. Catford (1965) highlights that translation is an act performed on language, where a text in one language is replaced by a corresponding text in another language. The substitution of text from one language (source language-SL) with equivalent text in another language (target language - TL) has become a cornerstone in the terminology of translation studies.

According to Nida and Taber (1969), translation involves rendering the nearest natural equivalent of the message from the source language into the receptor language, prioritizing both meaning and style. This explanation comprises three fundamental terms:

- 1) "equivalence", referring to the extent of the source language.
- 2) "natural", indicating the extent of the target language.
- 3) "closest", denoting the highest degree of similarity between the source and target language.

Furthermore, the concept of equivalency is a common obstacle in translation. Beyond individual terms, the lack of equivalency presents a significant challenge for translations as they make the shift between source and target language. According to Baker (1992), “non-equivalence at the word level refer to the absence of a direct counterpart in the target language for a word present in the source text.” As a result, translators are required to use various approaches to solve the various forms of non-equivalence noted.

As noted by Wills (1997), an early German definition of translation involves the processing and re-verbalization of a text, transitioning from a source text to a target text that strives for maximum equivalence. This process requires a comprehension of the original text’s content and style. Translation encompasses two primary phrases: first, a phrase of text comprehension, wherein the translator analyzes the source language text for its meaning and style, and second, the phrase of linguistic reconstruction, during which the translator reproduces the source language text in the target language.

According to Saibua (2017), a respected Thai scholar specializing in Thai-English translation, translation holds various significant roles. These roles include: 1) showcasing the valuable written works of poets, authors, and writers; 2) facilitating universal communication to foster the exchange of knowledge and best practices worldwide; and 3) providing insights into the mindset and cultural context of individuals traversing different countries, thereby inspiring linguists, translators, interpreters, and the general public to improve their English skills in terms of vocabulary and expression. These observations suggest that contemporary translation endeavors not only aim to preserve and support valuable literary creation but also serve as a means for global communication in today’s interconnected world.

As can be seen, gaining knowledge of translation offers a myriad of benefits that extend beyond the mere act of converting words from one language to another. Firstly, it fosters a deep understanding of both the source and target languages, enhancing linguistic proficiency and cultural awareness. Furthermore, studying translation can lead to a greater appreciation of diverse cultural perspective and the embracing of the richness of language and culture.

2.2 The Cultural Aspect of Translation

Culture typically mirrors the outlook on other cultures, individuals, occurrences, and the entire world, as well as the manner in which these attitudes are conveyed. Essentially, culture refers to a collection of values and beliefs commonly held by particular social groups, as well as the position taken by creators and consumers of texts, including translated texts, throughout the mediation process (Faiq, 2004).

Therefore, one language's vocabulary may convey a concept that the target culture does not understand. It could refer to people, animals, plants, a religion, a social norm, or even a particular kind of food, residence, vehicle, or clothing. It may also be abstract, concrete, or items made by humans (Nida, 1964).

As Faiq (2016) mentions, translation undeniably has a significant impact on intercultural communication, facilitating substantial cultural exchanges from one society to another and fostering extensive interaction between diverse cultures through language.

Nonetheless, a key differentiation between language and culture emerges in the observation that while language is susceptible to linguistic alterations (in terms of phonology, morphology, syntax, and semantics), culture undergoes changes at a much slower pace. To ensure that the target reader promptly understands the texts. Translators tend to employ this approach to make the language in the translated version appear more natural and coherent. Within the global framework of food, many individuals and groups are increasingly focused on health concerns, such as the ingredients in products, nutritional benefits, the advantages of antioxidants, and the dangers of trans fatty acids. These topics are frequently discussed in the news and online. With the advancement of food production and distribution systems, consumers can now purchase raw ingredients from around the globe for cooking. Consequently, it is crucial that product documents and labels are accurately translated. Despite the rapid expansion of global food markets, there is a lack of research on food-related texts and the relationship between food culture and translation (Chiaro and Rossato, 2015). In food translation, the primary challenge lies in accurately translating ingredients and types of food. Due to geographical and climatic differences, ingredients vary significantly from one country or region to another, posing difficulties for translators.

To ensure that target language (TL) readers understand the original source, translators often use cultural substitutions by translating local ingredients that have similar taste, smell, and texture to the original ingredients. This approach helps TL readers comprehend the types of food or dishes being discussed. Translators must possess a deep understanding of traditional cuisine and cooking techniques due to the close connection between translation and culture. Additionally, the appearance and types of food are described differently around the world, requiring translators to accurately translate cooking methods and the physical appearance of dishes to help TL readers understand the source language (SL) cuisine culture. In some cases, translators opt for literal translations to avoid altering the taste of the food. They may also maintain the authenticity of the original document by providing explanations and using the country of origin as an adjective before the noun head words, such as "Japanese soup" or "Thai spicy salad" (Low, 2013).

On the other hand, some scholars emphasize the importance of the translator's expertise. For instance, Pouget (2000) surveyed restaurant owners about their menu translators and found that they were often non-professional translators who lacked the necessary cultural knowledge. Consequently, they produced inadequate translations that were not understandable to the target readers.

2.3 Strategies of Non-Equivalence Used by Professional Translators.

A translation strategy is a solution that a translator can adopt when faced with a translation issue. As describe by (Krings, 1986), translation strategies are “potentially conscious plans for handling a translation issue.” These strategies involve the implementation of procedures to address problems, and the chosen procedure significantly influences the ultimate outcome. Equivalence, as highlighted by (Colina, 2015), refers to the target’s text meaning being as close to the source text as possible. This not only encompasses sematic accuracy but also involves maintaining similarity in vocabulary, grammatical structure, communication style, and cultural context, as defined by (Nida E. , 1964). Non-equivalence at the word level, as asserted by Baker (2011), indicates that the target language (TL) lacks a direct equivalent to a word in the source language (SL). These non-equivalent words can give rise to translation issues due to differences in cultural backgrounds, semantic complexity in the source language,

the use of insufficiently specific term, and variations in the form and usage of borrowed words. (Khongbumpen, 2007) provided examples of Baker's (1996) eight translation strategies for non-equivalence at the word level, which are utilized by professional translators as follows:

2.3.1 Translation by a More General World

This approach addresses non-specific translations. This method is effective for commonly used words but not for particular words.

Example I:

SL: ปลาสด

TL: a kind of freshwater fish

A broader term is used to illustrate a lack of specificity in the target language compare to the source language.

2.3.2 Translation by a More Neutral/ Less Expressive World

This approach is employed when the TL lacks equivalent words. The translation is substituted with a similar but more broad term.

Example I:

SL: เจ็บใจ

TL: being annoyed

There are no words in the target language that can accurately convey the meaning of the source language. As illustrated in the case above, a similar but less expressive word is chosen.

2.3.3 Translation by Cultural Substitution

This approach replaces culturally unique messages in the source language allowing target readers to promptly comprehend the content. Translators often use this method to create a more natural and coherent translation, which may not be understood by SL readers.

Example I:

SL: ขนมเป็๋อง

TL: Taco

Example II:

SL: สั้งขยา

TL: Custard

These examples provide similar information about desserts as those in western countries. Readers will better comprehend what the writer is informing them about.

2.3.4 Translation Using a Load Word or Load Word Plus Explanation

This approach involves borrowing words from the source language to translate culture-related terms, including names of places, people, and foods. Translators may employ loan terms without explanation, assuming readers will understand them. This occurs when words are difficult to match in the target language, necessitating the use of a borrowed word or providing a description.

Example I:

SL: สั้งขยา

TL: Sangkaya, a kind of Thai dessert made from egg yolk, coconut milk, and sugar

The translator explains the meaning of “สั้งขยา” (a Thai sweetness made from egg yolk, coconut milk, and sugar) to readers in English.

2.3.5 Translation by Paraphrase Using a Related Words

This approach involves the translating concepts from one language to another, even if they are lexicalized differently. To improve the understanding of a translated document in the target language, it may be necessary to add more words or use different structures without altering the meaning.

Example I:

SL: สถาปัตยกรรมงดงามอย่างยิ่งหาที่เปรียบมิได้

TL: incomparable sophistication of architecture

The translator's use of the word sophistication, rather than a direct translation, conveys the notion that the architecture is detailed. Instead, it is cleverly crafted. A comprehensive understanding of architectural styles can be noted. If the translator had used the word "beautiful," the whole word would have been plainly understandable.

2.3.6 Translation by Paraphrase Using Unrelated Words

This approach involves using unrelated terms or adding words not found in the source text to clarify the message for readers.

Example I:

SL: ฝนตกหนัก

TL: It is raining cats and dogs

The term "It is raining cats and dogs" is prevalent among native English speakers but not among Thais. It provides a more comprehensive and significant meaning than simply translating the SL into TL as "it is raining heavily."

2.3.7 Translation by Omission

This approach eliminates duplicate messages while maintaining the original meaning to avoid reader confusion and making the message more complicated.

Example I:

SL: May I borrow your pen

TL: ขอืมปากกาหน่อย

This term "your" does not need to be translated from the source language to the target language, as seen above. Translators might eliminate the word "your" without losing the meaning.

2.3.8 Translation by Illustration

This approach uses description, illustration, explication, and examples to clarify the concept of a source text. This approach clarifies the physical thing.

Example I:

SL: Chain hotels

TL: โรงแรมที่มีสาขาทั่วโลก เช่น Hyatt, Marriot, และ Hilton เป็นต้น

Providing examples allows the reader to better grasp the translated text. For instance, if a translator translates “chain hotel” into “โรงแรมลูกโซ่ (hotel chain),” readers may struggle to understand the text because it is technical or only relevant to certain groups. Using illustrations as a translation approach can improve reader comprehension.

2.4 Translation Patterns of Thai Food Descriptions

Low (2015) studied the translation patterns of Thai cuisine descriptions in English. The findings of this study will be compared to the guidelines to identify the translation strategies used. The criteria are separated into seven categories. The table below will list the pattern on the left side and provide an example on the right side.

2.4.1 *NHW and Pre-Modifier Pattern in the Thai Spicy Salad Category*

taste + cooking method + main ingredient + NHW	spicy grilled pork salad
--	---------------------------------

2.4.2 *NHW and Pre-Modifier Pattern in the Soup Category*

characteristic + taste + texture + ingredient + NHW	traditional spicy soup
---	-------------------------------

2.4.3 *NHW and Pre-Modifier Pattern in the Curry Category*

characteristic + color + main ingredient + NHW	green chicken curry
--	----------------------------

2.4.4 *Rice, Noodles, and Chili Dips Category*

characteristic + taste + cooking method + shape +ingredient + NHW	stir fried flat rice noodles
---	-------------------------------------

2.4.5 Dessert Pattern

main ingredient or main ingredient + main ingredient	mango sticky rice
---	-------------------

2.4.6 NHW and Post-Modifier Pattern

NHW + preposition + additional ingredients + condiment + sauce	clear soup with minced pork, baby squid, black fungus
---	---

2.4.7 V3HW and Post-Modifier Pattern

V3HW + main ingredients + preposition(in/with) + additional ingredients + condiment + sauce + container	grilled cotton fish in banana leaves
--	---

2.5 Relevant Studies

Vorajaroenri (2002) investigated the translation procedures used in Thai restaurant menus in Bangkok to determine their frequency. The researcher looked at 40 food menus out of a total of 100. Restaurants were classified into four categories: air-conditioned with more than 100 seats, 51-100 seat restaurants, less than 50 seat restaurants, and those without air-conditioning. This study attempts to apply Baker's (1992) translation approach in the analysis stage. The study found that the most commonly used approach was cultural substitution, followed by literal translation and using loan words plus explain. However, she noted that two of the eight translation strategies proposed by Baker (1992) were not found in the translation of food menus. These strategies, translation by paraphrase using related words and translation by paraphrase using unrelated words, were not applicable due to the complexity of some food menus, which required additional explanation to overcome translation challenges.

Kunavarote (2006) examined the translation strategies applied to 197 Thai dish titles and their English translations across five bilingual cookbooks using Baker's (2011) theoretical framework. The study revealed that translation by illustration was the most frequently used strategy, followed by literal translation and translation by cultural substitution. However, the study also found that Baker's (2011) proposed

strategies did not encompass all dish titles in the cookbooks, and identified additional strategies such as literal translation, adding information, using more specific words, back translation from loan words and metaphors.

Another relevant study was conducted by Roekmongkhonwit (2006). This study analyzed the translation strategies used in translating a travel document called the Jatujak Market Guidebook (Voyage, 2004), adopting Baker's (1992) translation strategy framework. The findings revealed that seven out of eight strategies proposed by Baker (1992) were employed in translating Thai words into English. Paraphrasing using a related word was the most frequently used strategy, followed by cultural substitution. However, the strategy of illustration was not found in this study. The author emphasized that maintaining the meaning of the source language, particularly in Thai food menus, that contain specific meanings that cannot be easily clarified in English, was the key factor. Therefore, the translation strategies mainly focused on addressing the non-equivalence problem

Low (2015), examined the English translation of Thai food names and the translation patterns of Thai food descriptions on five websites of Thai restaurants in English-speaking countries. The study categorized food menus into two main groups: those with noun words analyzed by noun head words and those with cooking terms analyzed by past participle head words. Food names in the noun word category included salads, soups, curries, rice/noodles, and desserts. Food names in the cooking method category included fried/stir-fried, deep-fried, grilled, steamed, braised, and simmered. Additionally, some food menu items had no head words. Main and additional ingredients were commonly used in food descriptions without head words.

Buranatrakoon (2020) investigated the translation quality and strategies utilized in menus translated into English for online food delivery in Thailand. The study employed Baker's (2011) translation strategies as a framework. Analyzing 89 translated menus from a Thai online food delivery platform, the researcher found that six out of eight translation strategies were employed, with some menus employing more than one strategy. The researcher suggested that future studies could explore other types of documents, such as those related to tourist attractions, to promote tourism within Thailand.

The research by Vorajaroensri (2002), Kunavarote (2006), Samu, Tahey, and Dolo (2019), Roekmongkhonwit (2006), Low (2015), and Buranatrakoon (2020) provides a comprehensive understanding of translation strategies in Thai cuisine and tourism. These studies highlight the complexity of translating Thai dish names, menus, and travel documents into English, and the challenges of maintaining cultural nuances. Baker's (1992) strategies for addressing non-equivalence at the word level are crucial in maintaining the original meaning, particularly in Thai food menus. This research aims to analyze the translation strategies used in translating authentic Thai dish menus and to explore the translation patterns in two Michelin-starred Thai restaurants. The distinct meanings between the source and target language, along with the challenges of non-equivalence at the word level, will be addressed using Baker's (1992) framework to analyze the food menu translation strategy. Additionally, Low's (2015) English translation patterns of Thai food names will be applied in Thai restaurants operating in Thailand.



CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the translated menu, data collection, data analysis, and data presentation of the current study.

3.1 Translated Menu Items

Due to the need for accessibility, the menus must be available online. Additionally, the selected menus were carefully chosen based on several key factors. Firstly, the restaurants have received one to three Michelin stars, indicating that the translated menu items are likely to be practical and of high quality. Furthermore, these restaurants are renowned for serving "authentic Thai dishes," as opposed to fusion or Western-influenced cuisine, making them well-suited for the study. Lastly, the Thai food menus are available in both Thai and English versions, facilitating a comprehensive understanding of the dishes offered. Based on these criteria, the researcher identified twelve sets of menus from different Michelin-starred restaurants. Two were selected for study due to time constraints and the labor-intensive nature of the analysis work.

3.2 Data Collection

The researcher collected English translations of menus from two Michelin-starred Thai restaurants that are available online, covering desserts but excluding beverages. A total of 186 Thai food menus with English translations were reviewed as the study population to analyze the translation strategies and patterns used.

3.3 Data Analysis

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

- 1) Translation by more a general word
- 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

Descriptive statistics were employed to interpret the results. All strategies were counted and calculated as a percentage.

Second, classifications were based on Low's (2015) English translation patterns of Thai food names, as outlined below:

- 1) NHW and pre-modifier pattern in the Thai spicy salad category
- 2) NHW and pre-modifier pattern in the soup category
- 3) NHW and pre-modifier pattern in the curry category
- 4) NHW and pre-modifier pattern in the rice and noodle category
- 5) Dessert pattern
- 6) NHW and post-modifier pattern
- 7) V3HW and post-modifier pattern

The data was analyzed and summarized in tables that show the results of all the strategies identified.

3.4 Data Presentation

After analyzing the translation strategies employed in translating Thai food menus into English, the strategies were classified, and percentages were calculated using the formula below. The most frequently utilized translation strategies were then displayed in a table along with a conclusion. The data will be evaluated and summarized in a table presenting the outcomes of all identified strategies. This section will be structured as a table.

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

Y

X refers to the total number in each category of the translation strategy employed

Y represents the total number of all translation strategies employed

Finally, the results are provided in the fourth chapter as the study's findings, demonstrating the most commonly employed translation strategy used in translating authentic Thai menus from two Thai restaurants.



CHAPTER 4

RESULTS

The previous chapter addressed the research methodology of the current study, including the translated menus, data collection, data analysis, and data presentation. This chapter included the findings on (1) the translation strategies (Baker, 1992), and (2) English translation patterns (Low, 2015). The presentation of the findings is structured based on two research questions.

4.1 Translation Strategies

Observing 186 English translations of menus gathered from two Michelin-starred Thai restaurants that are available online based on Baker (1992)'s guidelines, the researcher found seven of eight translation strategies used in the menu items. Furthermore, several menus used more than one translation strategy.

The seven strategies were as follows: (1) translation by illustration, (2) translation by cultural substitution, (3) translation by paraphrasing with related words, (4) translation by using loan words, (5) translation by omission, (6) translation by a more general word, and (7) translation by paraphrasing with unrelated words.

Table 4.1.1

Frequency and Percentage of Each Translation Strategy in the Menu Items

No.	Translation strategies	Frequency	Percentage
1	Translation by illustration	132	42.58%
2	Translation by cultural substitution	63	20.32%
3	Translation by paraphrasing with related words	49	15.81%
4	Translation by using loan words	32	10.31%
5	Translation by omission	20	6.45%
6	Translation by a more general word	11	3.55%
7	Translation by paraphrasing with unrelated words	3	0.97%

Note. As several menu items employed various approaches, the percentage indicates the frequency of each technique used to translate all 186 menus.

Table 4.1.1 the analysis shows that translation by illustration was the most frequently used strategy at 42.58%, followed by translation by cultural substitution at 20.32%. The strategies of translation by paraphrasing with related words, translation by using loan words, translation by omission, translation by a more general word, and translation by paraphrasing with unrelated words followed at 15.81%, 10.31%, 6.14%, 3.55%, and 0.97% respectively.

Table 4.1.2

The Use of Translation by Illustration

No.	Source Language (Thai)	Target Language
1	เมี่ยงบัวหลวง	Lotus petals <u>wrapped</u> (1)
2	ข้าวตังหน้าตั้ง	<u>Crispy</u> rice crackers served with herbed <u>minced</u> chicken dipping (2)
3	ปอเปี๊ยะ	<u>Chinese</u> spring rolls with a <u>tangy</u> plum sauce (4)
4	ขนมปังหน้าหมู	<u>Crispy Thai</u> pork toasts (5)
5	ขนมปังหน้าหมู-กุ้ง	<u>Savory</u> pork and prawn toasts (6)
6	กระทงทอง	<u>Spicy</u> chicken Larb in <u>crispy golden</u> cup (7)
7	ถุ้งทอง	<u>Deep-fried</u> minced pork <u>wrapped in</u> rice sheet <u>tiny bag shape</u> (9)
8	หมี่กรอบ	<u>Crispy</u> rice vermicelli in <u>traditional</u> <u>sweet and sour sauce</u> (10)
9	หมี่กรอบ	<u>Crispy</u> rice noodles (11)
10	เมี่ยงก้วยเตี๋ยว	<u>Fresh</u> rice noodle sheet <u>filled with</u> street noodle ingredients (13)
11	กุ้งชุบงา	<u>Deep-fried</u> shrimp with sesame (14)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
12	ทอดมันปลา	<u>Deep-fried</u> mildly chilled fish patties (15)
13	ทอดมันหิณแกรนิค	<u>Deep-fried</u> prawn and squid cake (16)
14	ทอดมันปลากรายสอดไส้ไข่เค็มไชยา	Fish cake <u>stuffed with</u> salted egg yolk (17)
15	ทอดมันกุ้ง	<u>Deep-fried</u> shrimp patties (18)
16	ทอดมันหน่อกะลา / หัวปลี	<u>Deep-fried</u> fish patties with Nor Kala/ banana blossom (19)
17	ไก่ห่อใบเตย	<u>Honey-marinated</u> chicken <u>deep-fried in</u> Panda leaf wrapped (20)
18	ไก่ห่อใบเตยหอม	<u>Deep-fried</u> chicken <u>wrapped with</u> Pandan (21)
19	ปีกไก่ทอดเกลือ	<u>Deep-fried</u> salted chicken wings (22)
20	ยำผักบ้านสวน	<u>Spicy</u> garden vegetable salad (27)
21	ยำถั่วพลู	<u>Spicy</u> wing bean salad with shrimp, squid, and boiled egg (28)
22	ยำวุ้นเส้น	<u>Spicy</u> glass noodle salad (29)
23	ยำส้มโอ	Pomelo salad with prawns and chicken breast in <u>special</u> salad dressing (30)
24	ลาบหมูทอด	<u>Deep-fried</u> <u>spicy</u> minced pork ball in Larb dressing (34)
25	ลาบหมูทอด	<u>Deep-fried</u> <u>spicy</u> minced pork (35)
26	ลาบปลากระพงกับมะแขว่น	<u>Spicy</u> sea bass Larb salad with Makhawaen seed (37)
27	ปล่ากุ้ง	<u>Spicy</u> shrimp salad with assorted herb (39)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
28	ยำคอหมูย่าง	<u>Spicy</u> pork salad with eggplant (40)
29	ส้มตำไหลบัว	Flowing lotus <u>mixed</u> with <u>special</u> sauce (41)
30	ยำมีนขาวกับกุ้งทอด	White turmeric salad with <u>fried</u> prawns (43)
31	ยำดอกอัญชันทอดกรอบ	<u>Crispy</u> butterfly pea flower salad (44)
32	ยำมะเขือยาวกับกุ้งแม่น้ำย่าง	Eggplants salad with <u>grilled</u> river prawn (47)
33	ยำมะม่วงกับปลาสดทอดกรอบ	<u>Green</u> mango salad with <u>crispy</u> gourami fish (49)
34	น้ำพริกกะปิ เสิร์ฟกับปลาทูทอด	<u>Thai classic</u> shrimp paste dip served with <u>deep-fried Thai</u> sardines (51)
35	น้ำพริกกะปิกุ้งแห้ง	<u>Thai</u> Shrimp paste chili dip (52)
36	น้ำพริกนครบาล เสิร์ฟกับปลาช่อนทอด	A shrimp paste-based dip served with <u>deep-fried</u> sweet water pike (53)
37	น้ำพริกหนุ่มกุ้งสด	Light chili dip with <u>charcoal grilled</u> young capsicums, shallots, garlic, and shrimps (56)
38	หลนปูเค็ม	<u>Sautéd</u> salted crabs or baby shrimps <u>in</u> coconut cream (57)
39	หลนปลาหมึก	<u>Thai</u> mackerel <u>simmered in</u> coconut cream (58)
40	หลนແໜມ	<u>Simmered Thai</u> cured pork <u>in</u> coconut cream (59)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
41	กะปิคั่ว	<u>Stir-fried</u> shrimp pasted served with garden vegetable (62)
42	กะปิคั่ว	<u>Stir-fried</u> shrimp paste in coconut cream (63)
43	เนื้อเค็มผัดกะทิ	<u>Stir-fried</u> salted beef with <u>aromatic</u> coconut cream (66)
44	แกงเขียวหวานไก่ / หมู / ลูกชิ้นปลาทราย	<u>Green</u> curry prepared with chicken, pork, or fish ball (69)
45	แกงเขียวหวาน	<u>Green</u> curry (70)
46	แกงเทโพหมู	<u>Thai</u> pork curry with morning glory (71)
47	แกงเผ็ด	<u>Red</u> curry (72)
48	แกงป่าไก่/หมู/ลูกชิ้นปลาทราย	<u>Light hot</u> curry with chicken, pork, or fish ball (73)
49	แกงป่า	<u>Country style hot</u> soup (74)
50	มัสมั่นไก่	Chicken in <u>thick</u> peanut <u>red</u> curry and cumin (75)
51	แกงกะหรี่	<u>Yellow</u> curry (79)
52	แกงจืดเหล็ก	<u>Rich, salted fish-flavored, red</u> curry with bitter Kheelix leaves (80)
53	แกงบอน	<u>Specialty</u> curry (81)
54	หมูชะมวง	<u>Traditional</u> pork curry with “Cha Muang” leave (82)
55	แกงคั่วใบชะพลูหมูย่าง	Wild betel leadbush <u>Thai</u> coconut milk curry with <u>roasted</u> pork (83)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
56	แกงปูใบชะพลู	Crab <u>red</u> curry with betel leaves (84)
57	แกงเนื้อพริกชี้หนูสวน	Beef curry with <u>fragrant chili</u> (85)
58	ห่อหมกปลาสองน้ำ	<u>Thai style steamed</u> fish souffle (86)
59	โรตีสัมแกงเขียวหวาน	<u>Thai green</u> curry served with <u>crispy</u> roti (87)
60	ต้มยำกุ้ง	<u>Thai famous hot and spicy</u> Tom Yum soup served with sweet water prawn (88)
61	แกงเลียงผักสวนทุ้งสด	<u>Peppered herb</u> soup with sweet prawns, assorted <u>Thai</u> garden vegetables and gourds (92)
62	แกงส้มชะอมหุบไข่ทอด	<u>Sour chilled thin</u> curry with shrimps and <u>deep-fried</u> egg laced Cha-Om leaf paddles (94)
63	แกงส้มทุ้งผักรวม	<u>Sour chilled thin</u> curry with shrimps and mixed vegetable (95)
64	แกงส้มทุ้งแม่น้ำและผักตามฤดูกาล	<u>Spicy and sour</u> curry with river prawn (96)
65	แกงส้มผลแดงโมอ่อนกับทุ้ง	<u>Spicy and sour</u> curry with young watermelon and prawns (97)
66	ต้มโคล้งปลาสลิดใบมะขามอ่อน	<u>Sour</u> soup with <u>light</u> coconut milk, <u>grilled</u> gourami and young tamarind leaves (98)
67	ต้มแซ่บซี่โครงอ่อน	<u>Spicy clear</u> soup with pork rib (99)
68	แกงส้มไหลบัวทุ้งสด	<u>Sour chilled thin</u> curry with lotus flow and shrimps (100)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
69	ต้มส้มปลากระบอก	<u>Sweet and sour</u> grey mullet soup with ginger (101)
70	แกงเหลืองปลากระบอกกับมะละกอ	<u>Yellow</u> curry with gray mullet and papaya (102)
71	แกงจืดสาหร่ายทะเลกับปลาหมึกสอใส่	Seaweed and <u>stuffed</u> squid with minced pork soup (104)
72	ไข่ลวกเขย	<u>Deep-fried soft boiled</u> eggs with <u>sweet and salty</u> tamarind sauce (107)
73	ผัดผักบ้านสวน	<u>Stir-fried</u> Garden vegetables with shrimp (109)
74	ผัดผักบุ้งไฟแดง	<u>Stir-fried</u> morning-glory with garlic, chili and bean sauce (110)
75	บด้อล โคลี่ผัดกุ้ง	<u>Stir-fried</u> broccoli with shrimp (111)
76	คะน้าปลาเค็ม / หมูกรอบ	<u>Stir-fried</u> kales with salted fish or <u>crispy</u> pork (112)
77	มะเขือยาวผัดหมูสับปลาเค็มหอม	<u>Stir-fried</u> Thai green eggplants with minced pork and salted fish (113)
78	เป็ดย่างผัดขึ้นฉ่ายและผักกาดดอง	<u>Stir-fried</u> <u>roasted</u> duck with <u>Chinese</u> celery and pickled vegetable (114)
79	ผัดผักโสมกนกับกุ้ง	<u>Stir-fried</u> Chinese mustard with prawns (115)
80	ผัดไหลบัวกับกุ้งแม่น้ำ	<u>Stir-fried</u> lotus stem with river prawns (117)
81	บวบงูผัดไข่	<u>Stir-fried</u> loofah with eggs (118)
82	หมูกรอบผัดกุยช่าย	<u>Stir-fried</u> <u>crispy</u> pork belly with chives (119)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
83	ผักผักตามฤดูกาล	<u>Seasonal stir-fried</u> vegetable (120)
84	ไก่ผัดขิง	<u>Stir-fried</u> chicken with ginger (121)
85	ผัดกระเพราหมู/ไก่/กุ้ง	<u>Stir-fried</u> pork, chicken, or shrimp with <u>spicy</u> basil sauce (122)
86	ผัดกระเพราเนื้อปู	Crab meat <u>stir-fried</u> with holy basil (123)
87	ไก่ผัดเม็ดมะม่วง	<u>Chicken breasts stir-fried</u> with black and white wood ears mushrooms, spring onion, cashew nut, and dried chili (124)
88	ผัดพริกขิงปลาฟู	<u>Stir-fried</u> chili ginger and fish with <u>Thai</u> curry and various herb (125)
89	ผัดพริกขิงปลาคุกฟู	<u>Stir-fried crispy fluffy</u> catfish with <u>red</u> curry paste (126)
90	ผัดเผ็ดปลาคุกอูย	<u>Stir-fried crispy</u> catfish with <u>red</u> curry paste (127)
91	คั่วกลิ้งกระดูกหมูอ่อน	<u>Stir-fried</u> soft ribs in <u>Southern herbs</u> and <u>spice</u> (128)
92	ผัดเปรี้ยวหวานไก่/ หมู/ปลา/กุ้ง	Chicken, pork, fish, or shrimp in <u>sweet and sour</u> sauce (129)
93	ปลากระพงเจียนน้ำมันมะขาม	<u>Deep-fried whole</u> sea bass in ginger and tamarind sauce (130)
94	ปลากระพงทอดน้ำปลา	<u>Deep-fried</u> seabass in fish sauce (131)
95	ปลากระพงขำมะม่วง	<u>Slices</u> Sea bass <u>deep-fried topped with</u> green mango <u>juliennes</u> and chilled lime sauce (132)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
96	ปลากระพงนึ่งมะนาว	<u>Steamed whole</u> sea bass with <u>spicy</u> garlic and lime sauce (133)
97	ปลาคัดพิเศษประจำวันนึ่งซีอิ๊ว	<u>Steamed</u> fish with soy sauce (134)
98	ปลาจระเม็ดทอดราดซอสสาหร่ายทะเล	<u>Fried</u> pomfret with seaweed sauce (135)
99	ปลาหมึกนึ่งมะนาว	<u>Steamed</u> squid with lime juice (136)
100	กุ้งลี้กุ้ง	<u>Spicy</u> river prawn <u>topped with</u> <u>red</u> curry and coconut gravy sauce (138)
101	กฐีปลาเนื้ออ่อน	Sheatfish in <u>creamy and rich red</u> curry sauce (139)
102	กุ้งสามรส	<u>Pan-fried</u> sweet water prawn <u>topped with</u> chilled honey sauce (140)
103	กุ้งแม่น้ำทอดน้ำปลาน้ำปลาหวานส้มซ่า	<u>Fried</u> River prawns with <u>sweetened</u> fish sauce and bitter orange (141)
104	ปูผัดผงกระหรี่	<u>Stir-fried</u> crab meat with <u>yellow</u> curry (142)
105	กุ้งผัดสะตอกับพริกชี้ฟ้าเหลือง	<u>Stir-fried</u> prawns with bitter bean and <u>yellow</u> chilies (143)
106	เนื้อปูผัดพริกเหลืองกับถั่วฝักยาว	<u>Stir-fried</u> crab meat with yellow chilies (144)
107	กุ้ง/เนื้อปูผัดไข่เค็ม	<u>Stir-fried</u> prawns/crab meat with salted duck eggs (145)
108	กุ้งแม่น้ำอบวุ้นเส้น	River prawns and glass noodles <u>in clay</u> pot (146)
109	ไข่เจียวหมูสับทรงเครื่อง	<u>Thai style</u> omelet with minced pork and basil (147)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
110	ไข่เจียวกุ้ง/เนื้อปู	<u>Thai</u> prawns/crab meat omelet (148)
111	หมูสามชั้นทอดน้ำปลาจิ้มแจ่ว	<u>Crispy</u> pork belly with <u>country style</u> dip (149)
112	ปลาหมึกทอดในกระเทียม	<u>Deep-fried</u> squid with garlic (150)
113	ก๋วยเตี๋ยวผัดไทย	<u>Thai famous</u> fried noodle (152)
114	ก๋วยเตี๋ยวคั่วไก่	<u>Wok-fried</u> rice noodles with chicken (153)
115	ก๋วยเตี๋ยวเนื้อสับกับไข่ดาวไทยทอดกรอบ	<u>Stir-fried</u> rice noodles <u>topped with</u> minced beef gravy and <u>Thai style</u> fried egg (154)
116	ก๋วยเตี๋ยวผัดซีอิ้วหมู	<u>Stir-fried</u> flat noodles with <u>pork and dark soy sauce</u> (155)
117	ก๋วยเตี๋ยวผัดซี๊เม่า	<u>Hot and spicy</u> stir-fried noodles (156)
118	ข้าวผัดแกงเขียวหวานแห้ง	<u>Green</u> curry <u>fried</u> rice (157)
119	ข้าวผัดมันกุ้งแม่น้ำ	<u>Fried</u> rice with river prawn cream (158)
120	ข้าวผัด	<u>Fried</u> rice (159)
121	ข้าวผัดเหนม	<u>Fried</u> rice with <u>Thai</u> curded pork (160)
122	ข้าวผัดตามใจเซฟ	<u>Chef's</u> fried rice (161)
123	ข้าวผัดปลาสด	<u>Fried</u> rice with <u>crispy</u> blue gourami (162)
124	ข้าวอบต้ปปะรด	<u>Baked</u> rice with pineapple (163)
125	ข้าวคุกกะปิ	Shrimp paste <u>fried</u> rice (164)
126	ขนมน้ำแข็ง	<u>Traditional</u> shaved ice with syrup or coconut milk (165)
127	ลูกตาลลอยแก้ว	<u>Toddy palm slice</u> in ice syrup (166)

Table 4.1.2*The Use of Translation by Illustration (cont.)*

No.	Source Language (Thai)	Target Language
128	ไอศกรีมกะทิโบราณ	<u>Traditional Thai</u> coconut ice cream (167)
129	ไอศกรีมกะทิ	<u>Coconut milk-based ice cream</u> (168)
130	ผลไม้รวม	<u>Seasonal fresh</u> fruits (170)
131	กล้วยเชื่อม	<u>Banana in syrup</u> (173)
132	ข้าวเหนียวดำเปียกกล้วย	<u>Sweet sticky rice with longan and</u> coconut cream (174)

Note. The underlined words in this table reveal the use of an illustration in the translated version.

Table 4.1.2 presents the usage of the translation strategy by illustrations. This approach involves describing, explaining, or demonstrating an example in order to convey the meaning of the original text. This approach can make the physical entity clearer. As shown in this table, there are five ways to describe a clearer picture, which include:

1) Using an adjective to convey the color of the food serves to enrich the imagery of the dish, providing a more detailed and visually compelling description. As seen in item 102 (แกงเหลืองปลากะพงกับมะละกอ or yellow curry with gray mullet and papaya), the translator tended to incorporate an adjective denoting the color "yellow" to offer a clearer visual representation of the dish, enhancing its descriptive richness.

2) Using an adjective to indicate the geographical or country of origin of food or ingredients adds extra context and specificity to the description. For instance, in item 51 (น้ำพริกกะปิ เสิร์ฟกับปลาทอด or Thai classic shrimp paste dip served with deep-fried Thai sardines), it can be inferred that the translator acknowledged the ingredients of this dish as originating from Thailand and prepared in the Thai culinary tradition. Consequently, they aimed to convey this information to the target readers.

3) Using a preposition "in", "on", "with", "fill(ed) with", "stuff(ed) with", and "top(ped) with" to describe the components of a dish, its presentation style, or even its appearance. As seen in item 146 (กุ้งแม่น้ำอบวุ้นเส้น or river prawns and glass noodles in

clay pot), the translator added the preposition “in clay pot” to indicate how the food is presented.

4) Using words to describe the cooking method adds depth to the menu description. For example, in item 20 (ไก่ทอดในเตา หรือ honey-marinated chicken deep-fried in Pandan leaf wrapped), the translator included terms describing the cooking technique. “Marinated” involves soaking the chicken in a flavorful mixture, allowing for diverse flavor combinations and tenderizes the meat while enhancing its taste. “Deep-fried” refers to submerging the food in hot oil for a quick cook and achieving a crispy texture. Lastly, “Wrapped” methods create flavorful, moist dishes with visually appealing presentations. Thus, adding words to describe cooking procedures can vividly represent the physical appearance and create a tantalizing aroma, expanding the culinary imagination of the target readers.

5) Adding an adjective to elaborate the taste of the food. As seen in item 97 (แกงส้มผลแดงโมอ่อนกับกุ้ง or spicy and sour curry with young watermelon and prawns), in order to elucidate the taste experience of the dish, the translator employed descriptive adjectives such as “spicy” and “sour”. In another example, item 4 (ปอเปี๊ยะ or Chinese spring rolls with a tangy plum sauce), the adjective “tangy” characterizes the sauce with a sharp, pleasantly acidic flavor, allowing the target readers to anticipate taste.

Table 4.1.3

The Use of Translation by Cultural Substitution

No.	Source Language (Thai)	Target Language
1	ข้าวตังหน้าตั้ง	Crispy rice <u>crackers</u> served with herbed minced chicken <u>dipping</u> (2)
2	หน้าตั้ง-เมี่ยงลาว ข้าวตังทอด	Rice <u>crackers</u> with chicken and prawn dip and mustard green leaves wrapped (3)
3	ขนมปังหน้าหมู	Crispy Thai pork <u>toasts</u> (5)
4	ขนมปังหน้าหมู-กุ้ง	Savory pork and prawn <u>toasts</u> (6)

Table 4.1.3*The Use of Translation by Cultural Substitution (cont.)*

No.	Source Language (Thai)	Target Language
5	ทอดมันปลา	Deep-fried mildly chilled fish <u>patties</u> (15)
6	ทอดมันหิณแกรนิค	Deep-fried prawn and squid <u>cake</u> (16)
7	ทอดมันปลากรายสอดไส้ไข่เค็มไชยา	Fish <u>cake</u> stuffed with salted egg yolk (17)
8	ทอดมันกุ้ง	Deep-fried shrimp <u>patties</u> (18)
9	ทอดมันหน่อกะลา / หัวปลี	Deep-fried fish <u>patties</u> with Nor Kala / banana blossom (19)
10	เกี้ยวปลานึ่งสูตรพิเศษ	Special steamed fish <u>wontons</u> (23)
11	แซ่บอีสานทรงเครื่อง	Isaan <u>sausage</u> with condiments (24)
12	ของว่างรวม	Mixed <u>appetizers</u> (26)
13	ยำผักบ้านสวน	Spicy garden vegetable <u>salad</u> (27)
14	ยำฉั้วพดู	Spicy wing bean <u>salad</u> with shrimp, squid, and boiled egg (28)
15	ยำวุ้นเส้น	Spicy glass noodle <u>salad</u> (29)
16	ยำส้มโอ	Pomelo <u>salad</u> with prawns and chicken breast in special salad dressing (30)
17	ยำส้มโอ	Pomelo <u>salad</u> (31)
18	ยำหัวปลีทรงเครื่อง	Banana blossom with shrimp <u>salad</u> (32)
19	ยำหัวปลีสดไก่ฉีก	Banana blossom <u>salad</u> with shredded chicken (33)
20	ลาบปลากระพงกับมะแขว่น	Spicy Sea bass Larb <u>salad</u> with Makhawaen seed (37)
21	พล่ากุ้ง	Spicy shrimp <u>salad</u> with assorted herbs (39)
22	ยำคอหมูย่าง	Spicy pork <u>salad</u> with eggplant (40)

Table 4.1.3*The Use of Translation by Cultural Substitution (cont.)*

No.	Source Language (Thai)	Target Language
23	ยำดอกขจร	Cow slip flower <u>salad</u> with shrimp (42)
24	ยำขมิ้นขาวกับกุ้งทอด	White turmeric <u>salad</u> with fried prawns (43)
25	ยำดอกอัญชันทอดกรอบ	Crispy butterfly pea flower <u>salad</u> (44)
26	ยำผลไม้สดกับกุ้งทอด	Fruit <u>salad</u> with prawns (45)
27	ยำก้านคะน้ากับกุ้งและหมูบะช้อ	Kale stalks <u>salad</u> with prawns and minced pork (46)
28	ยำมะเขือยาวกับกุ้งแม่น้ำย่าง	Eggplants <u>salad</u> with grilled river prawn (47)
29	ยำชะครามกับกุ้ง	Sea blite <u>salad</u> with prawns (48)
30	ยำมะม่วงกับปลาสดทอดกรอบ	Green mango <u>salad</u> with crispy gourami fish (49)
31	ยำไข่ปู ไข่ปลา	Crab roe and fish roe salad (50)
32	น้ำพริกกะปิ เสริฟกับปลาทูทอด	Thai classic shrimp paste <u>dip</u> served with deep-fried Thai sardines (51)
33	น้ำพริกกะปิกุ้งแห้ง	Thai Shrimp paste chili <u>dip</u> (52)
34	น้ำพริกนกรบาล เสริฟกับปลาช่อนทอด	A shrimp paste-based <u>dip</u> served with deep-fried sweet water pike (53)
35	น้ำพริกขิงเรือ	Shrimp paste <u>dip</u> (54)
36	น้ำพริกขิงเรือ	Chili <u>dip</u> with salted egg and minced pork (55)
37	น้ำพริกหนุ่มกุ้งสด	Light chili <u>dip</u> with charcoal grilled young capsicums, shallots, garlies, and shrimps (56)
38	น้ำพริกมะขาม	Tamarind and minced pork chili <u>dip</u> (60)
39	น้ำพริกมะขามอ่อน	Young tamarind <u>dip</u> (61)

Table 4.1.3*The Use of Translation by Cultural Substitution (cont.)*

No.	Source Language (Thai)	Target Language
40	น้ำพริกไข่ปู	Crab roe chili <u>dip</u> (64)
41	ปลาร้าทรงเครื่อง	Fermented fish in coconut milk <u>soup</u> (65)
42	แกงป่า	Country style hot <u>soup</u> (74)
43	ห่อหมกปลาสองน้ำ	Thai style steamed fish <u>souffle</u> (86)
44	โรตีสายเขียวหวาน	Thai green curry served with crispy <u>roti</u> (87)
45	ต้มยำกุ้ง	Thai famous hot and spicy Tom Tum <u>soup</u> served with sweet water praw (88)
46	ต้มยำกุ้งแม่น้ำ	River prawns Tom Yum <u>soup</u> (89)
47	ต้มข่าไก่	Herbed <u>soup</u> with chicken, wild mushroom, and light galangal-infused coconut milk (90)
48	ต้มข่าไก่ใส่มะพร้าวอ่อน	Chicken and galangal in coconut <u>soup</u> (91)
49	แกงเลียงผักสวนกึ่งสด	Peppered herb <u>soup</u> with sweet prawns, assorted Thai garden vegetables and gourds (92)
50	แกงเลียงกุ้ง	Prawns with wild ginger, white pepper and lemon basil <u>soup</u> (93)
51	ต้มแซ่บซี่โครงอ่อน	Spicy clear <u>soup</u> with pork rib (99)
52	ต้มส้มปลากระบอก	Sweet and sour grey mullet <u>soup</u> with ginger (101)
53	แกงจืดใบโหระพากับหมูบะช่อวุ้นเส้น	Basil, minced pork and glass noodle <u>soup</u> (103)

Table 4.1.3*The Use of Translation by Cultural Substitution (cont.)*

No.	Source Language (Thai)	Target Language
54	แกงจืดสาหร่ายทะเลกับปลาหมึกสอคั่วใส่	Seaweed and stuffed squid with minced <u>soup</u> (104)
55	แกงจืดลูกรอกหมูพะซ่อ	Egg <u>sausages</u> and minced pork <u>soup</u> (105)
56	ไข่พะโล้สองสหายแบบไทย	Egg duo in “Paloh” <u>soup</u> (106)
57	ไก่บ้านต้มหอมแดงกับข่า	Boiled chicken in shallot and galangal <u>soup</u> (108)
58	ก๋วยจั๊วกุ้ง	Spicy river prawn topped with red curry and coconut <u>gravy</u> sauce (138)
59	ไข่เจียวหมูสับทรงเครื่อง	Thai style <u>omelet</u> with minced pork and basil (147)
60	ไข่เจียวกุ้ง/เนื้อปู	Thai prawns/crab meat <u>omelet</u> (148)
61	หมูสามชั้นทอดน้ำปลาจิ้มแจ่ว	Crispy pork belly with country style <u>dip</u> (149)
62	ก๋วยเตี๋ยวเนื้อสับกับไข่ดาวไทยทอดกรอบ	Stir-fried rice noodles topped with minced beef <u>gravy</u> and Thai style fried egg (154)
63	ไอศกรีมหวานเย็น	<u>Sorbet</u> (169)

Note. The underlined words in this table reveal the use of a cultural substitution in the translated version.

Table 4.1.3 presents the usage of the translation strategy by cultural substitution. This approach requires substituting a culturally specific message from the original language in order to ensure immediate comprehension for the target readers. Translators commonly use this technique to enhance the natural flow and coherence of the translated text, as readers familiar with the source language might struggle to grasp the meaning in the translated version.

Therefore, translators must adeptly translate cooking methods and the visual presentation of various dishes to facilitate comprehension of the source language's culinary culture for readers of the target language. It is imperative for translators to preserve the essence of the original message with the goal of accurately conveying the intended meaning of the text.

In items 2 (ข้าวตังหน้าตัง or crispy rice crackers served with herbed mined chicken dipping), and 3 (หน้าตัง-เมี่ยงลาว ข้าวตังทอด or rice crackers with chicken and prawn dip and mustard green leaves wrapped), the translators utilized the term “crackers” (a small, thin, and crispy biscuit made of rice) to correspond with the target reader's background. This elaboration of the food menu's physical appearance through cultural replacement enhances comprehension.

Similarly, in items 28 (ยำถั่วพูลู or spicy wing bean salad with shrimp, squid, and boiled egg), 29 (ยำวุ้นเส้น or spicy glass noodle salad), 39 (ปลาหุ้ง or spicy shrimp salad with assorted herb), and 40 (ยำคอหมูย่าง or spicy pork salad with eggplant), the translators opted for the word “salad” as a cultural substitution. These dishes typically include a variety of ingredients and are served with a dressing sauce. This demonstrates the similarity in cooking procedures, as both dishes involve combining ingredients. By using the English language to convey the same meaning as the source language (Thai text), the translators facilitate comprehension for the target readers.

In another instance, item 169 (ไอศกรีมหวานเย็น or sorbet), the translators chose to use the word “sorbet” (a frozen dessert made primarily from fruit puree or juice, along with sugar and water, similar to ice cream but typically dairy-free), as a cultural substitution. This term conveys the dish's serving style and is well-established worldwide, available in a wide range of flavors.

Table 4.1.4*The Use of Translation by Paraphrasing with Related Words*

No.	Source Language (Thai)	Target Language
1	กุ้งชุบงา	Deep-fried shrimp with sesame (14)
2	ทอดมันปลาทรายสอดไส้ไข่เค็มไชยา	Fish cake stuffed with salted egg yolk (17)
3	ทอดมันหน่อกะลา / หัวปลี	Deep-fried fish patties with Nor Kala / banana blossom (19)
4	ยำหัวปลีสดไก่ฉีก	Banana blossom salad with shredded chicken (33)
5	ยำดอกขจรกุ้ง	Cow slip flower salad with shrimp (42)
6	ยำไข่ปู ไข่ปลา	Crab roe and fish roe salad (50)
7	เนื้อเค็มผัดกะทิ	Stir-fried salted beef with aromatic coconut cream (66)
8	แกงเขียวหวานไก่ / หมู / ลูกชิ้นปลาทราย	Green curry prepared with chicken, pork, fish ball (69)
9	แกงขี้เหล็ก	Rich, salted fish-flavored, red curry with bitter Kheelix leaves (80)
10	หมูชะมวง	Traditional pork curry with “Cha Muang” leave (82)
11	แกงคั่วใบชะพลูหมูย่าง	Wild betel leadbush Thai coconut milk curry with roasted pork (83)
12	แกงปูใบชะพลู	Crab red curry with betel leaves (84)
13	แกงเนื้อพริกขี้หนูสวน	Beef curry with fragrant chili (85)
14	ต้มยำกุ้ง	Thai famous hot and spicy Tom Yum soup served with sweet water prawn assorted Thai garden vegetables and gourds (88)

Table 4.1.4*The Use of Translation by Paraphrasing with Related Words (cont.)*

No.	Source Language (Thai)	Target Language
15	แกงส้มชะอมหมูใบขี้ทอด	Sour chilled thin curry with shrimps and deep-fried egg laced Cha-Om leaf paddles (94)
16	แกงส้มกุ้งผักรวม	Sour chilled thin curry with shrimps and mixed vegetable (95)
17	แกงส้มผลแดงโมอ่อนกับกุ้ง	Spicy and sour curry with young watermelon and prawns (97)
18	ต้มโคล้งปลาสดใบบมะขามอ่อน	Sour soup with light coconut milk, grilled gourami and young tamarind leaves (98)
19	ต้มแซ่บซี่โครงอ่อน	Spicy clear soup with pork rib (99)
20	แกงส้มไหลบัวกุ้งสด	Sour chilled thin curry with lotus flow and shrimps (100)
21	แกงเหลืองปลาทะบอกกับมะละกอ	Yellow curry with gray mullet and papaya (102)
22	บด้อกโคลี่ผัดกุ้ง	Stir-fried broccoli with shrimp (111)
23	คะน้าปลาเค็ม / หมูกรอบ	Stir-fried kales with salted fish or crispy pork (112)
24	มะเขือยาวผัดหมูสับปลาเค็มหอม	Stir-fried Thai green eggplants with minced pork and salted fish (113)
25	เป็ดย่างผัดขึ้นฉ่ายและผักกาดดอง	Stir-fried roasted duck with Chinese celery and pickled vegetable (114)
26	ผักกาดขาวตุ๋นเห็ดหอม	Napa cabbage braised with shitake mushrooms (116)
27	หมูกรอบผัดกุยช่าย	Stir-fried crispy pork belly with chives (119)

Table 4.1.4*The Use of Translation by Paraphrasing with Related Words (cont.)*

No.	Source Language (Thai)	Target Language
28	ไก่ผัดฉิง	Stir-fried chicken with ginger (121)
29	ผัดกระเพราหมู/ไก่/ กุ้ง	Stir-fried pork, chicken, or shrimp with spicy basil sauce (122)
30	ผัดกระเพราเนื้อปู	Crab meat stir-fried with holy basil (123)
31	ผัดพริกขิงปลาฟู	Stir-fried chili ginger and fish with Thai curry and various herb (125)
32	ผัดพริกขิงปลาคุกฟู	Stir-fried crispy fluffy catfish with red curry paste (126)
33	ผัดเผ็ดปลาคุกอูย	Stir-fried crispy catfish with red curry paste (127)
34	ปลาคั่วพิเศษประจำวันนี้ซื่อ	Steamed fish with soy sauce (134)
35	ปลาจาระเม็ดทอดราดซอสสาหร่ายทะเล	Fried pomfret with seaweed sauce (135)
36	ปลาหมึกนึ่งมะนาว	Steamed squid with lime juice (136)
37	ปูผัดผงกระหรี่	Stir-fried crab meat with yellow curry (142)
38	กุ้งผัดสะตอกับพริกชี้ฟ้าเหลือง	Stir-fried prawns with bitter bean and chilies (143)
39	กุ้ง/เนื้อปูผัดไข่เค็ม	Stir-fried prawns/crab meat with salted eggs (145)
40	ไข่เจียวกุ้ง/เนื้อปู	Thai prawns/crab meat omelet (148)
41	ปลาหมึกทอดในกระเทียม	Deep-fried squid with garlic (150)
42	ก๋วยเตี๋ยวก๋วยไก่	Wok-fried rice noodles with chicken (153)
43	ก๋วยเตี๋ยวเนื้อสับกับไข่ดาวไทยทอดกรอบ	Stir-fried rice noodles topped with minced beef gravy and Thai style fried egg (154)

Table 4.1.4*The Use of Translation by Paraphrasing with Related Words (cont.)*

No.	Source Language (Thai)	Target Language
44	ก๋วยเตี๋ยวลดซีอิ้วหมู	Stir-fried flat noodles with pork and dark soy sauce (155)
45	ข้าวผัดเหนม	Fried rice with Thai curded pork (160)
46	ข้าวผัดปลาสด	Fried rice with crispy blue gourami (162)
47	ข้าวอบสัปปะรด	Baked rice with pineapple (163)
48	ข้าวคลุกกะปิ	Shrimp paste fried rice (164)
49	ข้าวเหนียวมะม่วง	Mango with sticky rice (171)

Note. The underlined words in this table reveal the use of a paraphrasing with related words in the translated version.

Table 4.1.4 presents the usage of the translation strategy by paraphrasing with related words. This approach was employed when the translator sought to clarify the concept of expressing the source language (Thai language), which was lexicalized differently in the target language (English language). As shown in the table, the translator tended to added extra details about the food menu in the translated text, aiming to improve the understanding of the target reader. For instance, in item 136, the dish "ปลาหมึกนึ่งมะนาว" was translated as "steamed squid with lime juice." Rather than employing a literal translation strategy such as "steamed squid lime juice," the translator opted for an alternative form by adding the preposition "with" to convey the same concept. Similarly, in item 153, the dish "ก๋วยเตี๋ยวลดซีอิ้วหมู" was translated as "wok-fried rice noodles with chicken," instead of using a literal translation like "fried chicken noodles." This paraphrasing approach maintains the original concept while making minor adjustments, such as adding the cooking method "wok-fried" to clarify the dish and incorporating the preposition "with" to convey the same idea.

Table 4.1.5*The Use of Translation by Using a Loan Word or Loan Words Plus an Explanation*

No.	Source Language (Thai)	Target Language
1	กระทงทอง	Spicy chicken <u>Larb</u> in crispy golden cup (7)
2	ประทัดลมกุ้ง	Pratat Lom Goong (8)
3	เมี่ยงคะน้า / เมี่ยงคำ	Miang kana / Miang kum (12)
4	แซ่บอีสานทรงเครื่อง	<u>Isaan</u> sausage with condiments (24)
5	ลาบหมูทอด	Deep-fried spicy minced pork ball in <u>Larb</u> dressing (34)
6	ลาบหมู-ไก่	Pork or chicken in <u>Larb</u> mixture (36)
7	ลาบปลากระพงกับมะแขว่น	Spicy sea bass <u>Larb</u> salad with <u>Makhawaen</u> seed (37)
8	ชุดขนมจิ้นน้ำพริก	Khanom Jeen Nam Prik set (67)
9	ชุดขนมจิ้นน้ำยา	Khanom Jeen Nam Ya set (68)
10	มัสมั่น	<u>Massaman</u> curry with chicken (76)
11	พะเนียงหมู	<u>Pha-Nang</u> curry with pork (77)
12	พะเนียง	Panaeng (78)
13	แกงขี้เหล็ก	Rich, salted fish-flavored, red curry with bitter <u>Kheelix</u> leaves (80)
14	หมูชะมวง	Traditional pork curry with “ <u>Cha Muang</u> ” leave (82)
15	ต้มยำกุ้ง	Thai famous hot and spicy <u>Tom Yum</u> soup served with sweet water prawn (88)
16	ต้มยำกุ้งแม่น้ำ	River prawns <u>Tom Yum</u> soup (89)
17	แกงส้มชะอมหมูไข่ทอด	Sour chilled thin curry with shrimps and deep-fried egg laced <u>Cha-Om</u> leaf paddles (94)

Table 4.1.5

*The Use of Translation by Using a Loan Word or Loan Words Plus an Explanation
(cont.)*

No.	Source Language (Thai)	Target Language
18	ไข่พะโล้สองสหายแบบไทย	Egg duo in “ <u>Paloh</u> ” soup (106)
19	ผัดไทยกุ้งสด	Noodles prepared with “ <u>Pad Thai</u> ” sauce and homegrown fresh banana blossom (151)
20	ข้าวเหนียวมะม่วง	Khao Niew Mamuang (172)
21	พลอยกรอบ	Ploy Grob (175)
22	ข้าวฟ่างเปียกลำไย	Khao Fang Piek Lamyai (176)
23	ขนมอินทนิลน้ำใบเตยหอม กับขนมหยกมณีน้ำใบเตยหอม	Kanom Inthanin Lae Yokmanee Bai Toey (177)
24	ขนมเล็บมือนาง	Kanom Leb Mue Nang (178)
25	กล้วยบวชชีกับกล้วยน้ำว้าเชื่อม	Kluay Buad Chi Gub Kluay Chueam (179)
26	แกงบวดมันม่วงกับมะพร้าวอ่อน	Gang Buad Munmuang Gub Maprow On (180)
27	ส้มจูน	Som Chun (181)
28	ขนมถั่วแปบเค็ม-หวาน	Kanom Tuapaeb Kem Lae Waan (182)
29	เจาท้ายตากบ	Chao Guai Ta Gob (183)
30	บัวลอยเนื้อตาลสุกกับไข่หวาน	Bualoy Nuea Tarn Suk Gub Khai Waan (184)
31	ขนมถ้วยใบเตยหอม	Kanom Tuay Bai Toey (185)
32	ข้าวต้มมัด	Khao Tom Mut (186)

Note. The underlined words in this table reveal the use of a loan word or loan words plus an explanation in the translated version.

Table 4.1.5 presents the usage of the translation strategy by using a loan word or loan words plus an explanation. This approach was employed when the translator

found out that certain Thai dishes lacked direct equivalents in other cultures or languages. As a result, translators tended to translate these Thai food names as loanwords. Sometimes, translators might employ loanwords without further explanation, assuming readers are familiar with the terms, especially when dealing with a term widely acknowledged around the world in the field of Thai gastronomy (for example, Larb, Tom-Yum, Pad Thai, Some Tum, etc.)

In table 4.1.5 that there are no instances of loan terms employed with explanations. Therefore, there is only one usage of loan words for translating menu items. For instance, in item 34 (ลาบหมูทอด), and item 6 (ลาบหมู-ไก่) the translator used the word “Larb” (a traditional Thai dish made with minced meat, lime juice, fish sauce, herbs, and toasted rice powder, known for its fresh, spicy, and savory flavors) to clarify the major component of the dish.

In item 76 (มัสมั่น), the translator retained the original language "Massaman curry with chicken" and incorporated a loan word (Massaman) as a prefix before the noun head word (curry) to indicate that this dish is a type of curry. This approach is similar to item 77 (พะเนียงหมู or Pha-Nang curry with pork).

Additionally, in reference to item 172 (ข้าวเหนียวมะม่วง), it was observed that the translator chose to maintain the original term "Khao Niew Mamuang."

Table 4.1.6

The Use of Translation by Omission

No.	Source Language (Thai)	Target Language
1	ทอดมันหิบนักรบ	Deep-fried prawn and squid cake (16)
2	ทอดมันปลาทรายสอดไส้ไข่เค็มไชยา	Fish cake stuffed with salted egg yolk (17)
3	ไก่ทอดใบเตยหอม	Deep-fried chicken wrapped with pandan (21)
4	แซ่บอีสานทรงเครื่อง	Isaan sausage with condiments (24)

Table 4.1.6*The Use of Translation by Omission (cont.)*

No.	Source Language (Thai)	Target Language
5	หมู หรือเนื้อแดดเดียว	<u>Sun-dried</u> pork or beef (25)
6	ยำหัวปลีทรงเครื่อง	Banana blossom with shrimp salad (32)
7	ยำหัวปลีสลไก่ฉีก	Banana blossom salad with shredded chicken (33)
8	น้ำตกเห็ด	Mushroom medley (38)
9	ยำผลไม้สดกับกุ้งทอด	Fruit salad with prawns (45)
10	หลนปูเค็ม	Sauté salted crabs or baby shrimps in coconut cream (57)
11	หลนปลาหมั้	Thai mackerel simmered in coconut cream (58)
12	หลนแฮม	Simmered Thai cured pork in coconut cream (59)
13	แกงเนื้อพริกขี้หนูสวน	Beef curry with fragrant chili (85)
14	แกงเลียงผักสวนทุ้งสด	Peppered herb soup with sweet prawns, assorted Thai garden vegetables and gourd (92)
15	แกงส้มทุ้งแม่น้ำและผักตามฤดูกาล	Spicy and sour curry with river prawn
16	ไข่พะโล้สองสหายแบบไทย	Egg duo in “Paloh” soup (106)
17	มะเขือยาวผัดหมูสับปลาเค็มหอม	Stir-fried Thai green eggplants with minced and salted fish (113)
18	ปลาคั่วพิเศษประจำวันหนึ่งซีอิ้ว	Steamed fish with soy sauce (134)
19	ทุ้งทอดกระเทียมพริกไทย	Sweet water prawns in garlic and pepper sauce (137)
20	หมูสามชั้นทอดน้ำปลาจิ้มแจ่ว	Crispy pork belly with country style dip (149)

Note. The underlined words in this table reveal the use of an omission in the translated version.

Table 4.1.6 presents the usage of the translation strategy by omission. This approach involved dropping a redundant meaning while maintaining the same message as the source text in order to avoid the target readers misunderstanding and make the message more concise. As seen in item 18 (ปลาสดพิเศษประจำวันนึ่งซีอิ้ว or steamed fish with soy sauce), the translator dropped the word “สดพิเศษประจำวัน” (daily special selection) because the word does not significantly influence the overall meaning.

Table 4.1.7

The Use of Translation by a More General Word

No.	Source Language (Thai)	Target Language
1	หมี่กรอบ	Crispy <u>rice noodles</u> (11)
2	ทอดมันปลากรายสอดไส้ไข่เค็มไชยา	Fish cake stuffed with <u>salted egg yolk</u> (17)
3	ยำก้านคะน้ากับกุ้งและหมูบะช้อ	<u>Kale</u> stalks salad with prawns and <u>minced pork</u> (46)
4	แกงเขียวหวานไก่/หมู/ลูกชิ้นปลากราย	Green curry prepared with chicken, pork, or <u>fish ball</u> (69)
5	แกงป่าไก่/หมู/ลูกชิ้นปลากราย	Light hot curry with chicken, pork, or <u>fish ball</u> (73)
6	แกงเนื้อพริกขี้หนูสวน	Beef curry with <u>fragrant chili</u> (85)
	แกงจืดใบ โหระพากับหมูบะช้อุ้นเส้น	Basil, <u>minced pork</u> and glass noodle soup (103)
7	แกงจืดลูกรอกหมูบะช้อ	Egg sausages and <u>minced pork</u> soup (105)

Table 4.1.7*The Use of Translation by a More General Word (cont.)*

No.	Source Language (Thai)	Target Language
8	ผัดผักนึ่งไฟแดง	Stir-fried <u>morning-glory</u> with garlic, chili and bean sauce (110)
9	กะนํ้าปลาเค็ม/หมูกรอบ	Stir-fried <u>kales</u> with salted fish or crispy pork (112)
10	เป็ดย่างผัดขึ้นฉ่ายและผักกาดดอง	Stir-fried roasted duck with Chinese celery and <u>pickled vegetable</u> (114)
11	ข้าวผัดเหนम्म	Fried rice with <u>Thai curded pork</u> (160)

Note. The underlined words in this table reveal the use of a general word in the translated version.

Table 4.1.7 presents the usage of the translation strategy by a more general word. This approach is employed to address the challenge of translating words that lack precise equivalents. When encountering terms with significant complexity in the source language, translator typically opt to explain such words within a clear context to accurately convey the intended meaning. For instance, in item 105 (แกงจืดลูกรอกหมูบะช้อ or egg sausages and minced pork soup), the translator selected a more general term such as “minced pork” to depict the concept of “หมูบะช้อ” (a seasoning of minced pork with spices and herbs). However, it did not explicitly mention the term while striving to convey the closest meaning possible to the source language.

In another example, item 110 (ผัดผักนึ่งไฟแดง or stir-fried morning-glory with garlic, chili, and bean sauce), the translator opted for the term “morning glory” to illustrate the use of a general word due to the absence of specific subcategories in the target language. By using "morning glory," readers can readily identify "ผักนึ่ง," which comes in various colors, such as purple, blue, pink, and white, with different varieties displaying color and pattern variations. These renowned climbers use tendrils to cling to structures.

Similarly, for item 112 (กะนํ้าปลาเค็ม/หมูกรอบ or stir-fried kales with salted fish or crispy pork), the translator picked the term "kale" (green vegetable with dark green

leaves) to demonstrate the use of a general word. As a result, readers can broadly recognize the characteristics of these Thai vegetables.

Table 4.1.8

The Use of Translation by Paraphrasing With Unrelated Words

No.	Source Language (Thai)	Target Language
1	ทอดมันหิโนแกรนิต	Deep-fried prawn and squid cake (16)
2	แกงบอน	Special curry (81)
3	ก๋วยเตี๋ยวผัดซี๊เม่า	Hot and spicy stir-fried noodles (156)

Table 4.1.8 presents the usage of the translation strategy by paraphrasing with unrelated words. This approach involves incorporating unrelated words or adding additional words to enhance the target readers comprehension and message clarity. According to the data in the table, the menu item is identified uniquely and indirectly through the source language. As a result, translators tended to employing different terminology to interpret the essence and reveal the distinctive features of these food menus, rather than strictly adhering to literal translation or resorting to loanwords. In the case of item 81, the dish named “แกงบอน” was translated as “special curry.” The term “บอน” refers to a specific type of plant in Thailand, known for its edible stem. As this plant may not be familiar in other countries, the target language may lack an equivalent term. Therefore, translators often opt to prefix the main noun (curry) with “special” to convey the uniqueness of the dish.

4.2 English Translation Patterns

Observing 186 English translations of menus gathered from two Michelin-starred Thai restaurants that are available online based on Low’s (2015) English translation pattern, the researcher found seven English translation patterns employed in the menus. The English translation patterns used in the study menu were: (1) V3HW and post-modifier pattern; (2) NHW and post-modifier pattern; (3) NHW and pre-modifier pattern in rice, noodles, and chili dips category; (4) NHW and pre-modifier

pattern in curry category; (5) The use of the dessert pattern; (6) NHW and pre-modifiers pattern in the Thai spicy salad category; and (7) NHW and pre-modifiers pattern in the soup category. These sequence patterns begin with the most frequently occurring and move on to the less frequent ones.

4.2.1 V3HW and Post-Modifier Pattern

The primary translation strategy frequently utilized in the study menu is V3HW and post-modifier pattern. Table 4.2.1, 55 menus are presented following to Low's (2015) pattern: V3HW (Verb Participle Headword) + main ingredients with preposition + additional ingredient/ condiment/ sauce/ container. V3HW refers to verb participle headwords, consisting of verbs followed by their past-participles (the Thai menu culture encompasses various types and serving styles, including fried, deep-fried, steamed, baked and grilled). This pattern can be observed in side dishes, rice dishes, or noodle dishes.

Table 4.2.1

The Use of V3HW and Post-Modifiers

No.	Menu (Translated version)	Pattern
1	Deep-fried minced pork wrapped in rice sheet tiny bag shape	(V3HW + main ingredient + prep. + container)
2	Deep-fried shrimp with sesame	(V3HW + main ingredient + prep. + additional ingredient)
3	Deep-fried mildly chilled fish patties	(V3HW + main ingredient)
4	Deep-fried prawn and squid cake	(V3HW + main ingredient)
5	Deep-fried shrimp patties	(V3HW + main ingredient)
6	Deep-fried fish patties with Nor Kala/ banana blossom	(V3HW + main ingredient + prep. + additional ingredient)
7	Deep-fried chicken wrapped with pandan	(V3HW + main ingredient + prep. + container)
8	Deep-fried salted chicken wings	(V3HW + main ingredient)
9	Special steamed fish wontons	(V3HW + main ingredient)

Table 4.2.1*The Use of V3HW and Post-Modifiers (cont.)*

No.	Menu (Translated version)	Pattern
10	Deep-fried spicy minced pork ball in Larb dressing	(V3HW + main ingredient + prep. + sauce)
11	Deep-fried spicy minced pork	(V3HW + main ingredient)
12	Sauté salted crabs or baby shrimps in coconut cream	(V3HW + main ingredient + prep. + additional ingredient)
13	Simmered Thai cured pork in coconut cream	(V3HW + main ingredient + prep. + additional ingredient)
14	Stir-fried shrimp pasted served with garden vegetable	(V3HW + main ingredient + prep. + additional ingredient)
15	Stir-fried shrimp paste in coconut cream	(V3HW + main ingredient + prep. + additional ingredient)
16	Stir-fried salted beef with aromatic coconut cream	(V3HW + main ingredient + prep. + additional ingredient)
17	Thai style steamed fish souffle	(V3HW + main ingredient)
18	Deep-fried soft boiled eggs with sweet and salty tamarind sauce	(V3HW + main ingredient + prep.+ sauce)
19	Stir-fried garden vegetables with shrimp	(V3HW + main ingredient + prep. + additional ingredient)
20	Stir-fried morning-glory with garlic, chili and bean sauce	(V3HW + main ingredient + prep. + condiment)
21	Stir-fried broccoli with shrimp	(V3HW + main ingredient + prep. + additional ingredient)
22	Stir-fried kales with salted fish or crispy pork	(V3HW + main ingredient + prep. + additional ingredient)
23	Stir-fried Thai green eggplants with minced pork and salted fish	(V3HW + main ingredient + prep. + additional ingredient)
24	Stir-fried roasted duck with Chinese celery and pickled vegetable	(V3HW + main ingredient + prep. + additional ingredient)

Table 4.2.1*The Use of V3HW and Post-Modifiers (cont.)*

No.	Menu (Translated version)	Pattern
25	Stir-fried Chinese mustard with prawns	(V3HW + main ingredient + prep. + additional ingredient)
26	Stir-fried lotus stem with river prawns	(V3HW + main ingredient + prep. + additional ingredient)
27	Stir-fried loofah with eggs	(V3HW + main ingredient + prep. + additional ingredient)
28	Stir-fried crispy pork belly with chives	(V3HW + main ingredient + prep. + additional ingredient)
29	Seasonal stir-fried vegetable	(V3HW + main ingredient)
30	Stir-fried chicken with ginger	(V3HW + main ingredient + prep. + additional ingredient)
31	Stir-fried pork, chicken, or shrimp with spicy basil sauce	(V3HW + main ingredient + prep. + sauce)
32	Stir-fried chili ginger and fish with Thai curry and various herb	(V3HW + main ingredient + prep. + condiment)
33	Stir-fried crispy fluffy catfish with red curry paste	(V3HW + main ingredient + prep. + condiment)
34	Stir-fried crispy catfish with red curry paste	(V3HW + main ingredient + prep. + condiment)
35	Stir-fried soft ribs in Southern herbs and spice	(V3HW + main ingredient + prep. + condiment)
36	Deep-fried whole sea bass in ginger and tamarind sauce	(V3HW + main ingredient + prep. + sauce)
37	Deep-fried seabass in fish sauce	(V3HW + main ingredient + prep. + sauce)
38	Steamed whole sea bass with spicy garlic and lime sauce	(V3HW + main ingredient + prep. + sauce)
39	Steamed fish with soy sauce	(V3HW + main ingredient + prep. + sauce)

Table 4.2.1*The Use of V3HW and Post-Modifiers (cont.)*

No.	Menu (Translated version)	Pattern
40	Fried pomfret with seaweed sauce	(V3HW + main ingredient + prep. + sauce)
41	Steamed squid with lime juice	(V3HW + main ingredient + prep. + sauce)
42	Pan-fried sweet water prawn topped with chilled honey sauce	(V3HW + main ingredient + prep. + sauce)
43	Fried river prawns with sweetened Fish sauce and bitter orange	(V3HW + main ingredient + prep. + condiment)
44	Stir-fried crab meat with yellow curry	(V3HW + main ingredient + prep. + condiment)
45	Stir-fried prawns with bitter bean and yellow chilies	(V3HW + main ingredient + prep. + additional ingredient)
46	Stir-fried crab meat with yellow chilies	(V3HW + main ingredient + prep. + additional ingredient)
47	Stir-fried prawns/crab meat with Salted duck eggs	(V3HW + main ingredient + prep. + additional ingredient)
48	Deep-fried squid with garlic	(V3HW + main ingredient + prep. + additional ingredient)
49	Wok-fried rice noodles with chicken	(V3HW + main ingredient + prep. + additional ingredient)
50	Stir-fried rice noodles topped with minced beef gravy and Thai style fried egg	(V3HW + main ingredient + prep. + additional ingredient)
51	Stir-fried flat noodles with pork and dark soy sauce	(V3HW + main ingredient + prep. + additional ingredient)
52	Fried rice with river prawn cream	(V3HW + main ingredient + prep. + additional ingredient)

Table 4.2.1*The Use of V3HW and Post-Modifiers (cont.)*

No.	Menu (Translated version)	Pattern
53	Fried rice with Thai curded pork	(V3HW + main ingredient + prep. + additional ingredient)
54	Fried rice with crispy blue gourami	(V3HW + main ingredient + prep. + additional ingredient)
55	Baked rice with pineapple	(V3HW + main ingredient + prep. + additional ingredient)

For instance, item 2 (deep-fried shrimp with sesame), the pattern follows V3HW (deep-fried) + main ingredient (shrimp) + prep. (with) + additional ingredient (sesame). In item 54 (fried rice with crispy blue gourami), the pattern is V3HW (fried) + main ingredient (rice) + prep. (with) + additional ingredient (crispy blue gourami). Another example is item 49 (wok-fried rice noodles with chicken), where the pattern is V3HW (wok-fried) + main ingredient (rice noodles) + prep. (with) + additional ingredient (chicken). As can be seen in item 42 (pan-fried sweet water prawn topped with chilled honey sauce), the pattern is V3HW (pan-fried) + main ingredient (sweet water prawn) + prep. (topped with) + sauce (chilled honey sauce).

4.2.2 NHW and Post-Modifiers Pattern

The secondary translation strategy frequently utilized in the study menu was the NHW and post-modifier pattern. As can be seen from table 4.2.2, 42 menus follow a structure similar to Low's (2015) pattern: NHW + prepositions + additional ingredients/condiment/sauce. Salad, soup, curry, noodle, and dip menus all display this pattern.

Table 4.2.2*The Use of NHW and Post-Modifiers*

No.	Menu (Translated version)	Pattern
1	Spicy wing bean salad with shrimp, squid, and boiled egg	(NHW + prep. + additional ingredients)
2	Pomelo salad with prawns and chicken breast in special salad dressing	(NHW + prep. + additional ingredients)
3	Banana blossom salad with shredded chicken	(NHW + prep + additional ingredient)
4	Spicy Sea bass Larb salad with Makhawaen seed	(NHW + prep. + additional condiment)
5	Spicy shrimp salad with assorted herb	(NHW + prep. + additional condiment)
6	Spicy pork salad with eggplant	(NHW + prep. + additional ingredient)
7	Cow slip flower salad with shrimp	(NHW + prep. + additional ingredient)
8	White turmeric salad with fried prawns	(NHW + prep. + additional ingredient)
9	Fruit salad with prawns	(NHW + prep. + additional ingredient)
10	Kale stalks salad with prawns and minced pork	(NHW + prep. + additional ingredient)
11	Eggplants salad with grilled river prawn	(NHW + prep. + additional ingredient)
12	Sea blite salad with prawns	(NHW + prep. + additional ingredient)
13	Green mango salad with crispy gourami fish	(NHW + prep. + additional ingredient)
14	Thai classic shrimp paste dip served with deep-fried Thai sardines	(NHW + prep. + additional ingredient)

Table 4.2.2*The Used of NHW and Post-Modifiers (Cont.)*

No.	Menu (Translated version)	Pattern
15	A shrimp paste-based dip served with deep-fried sweet water pike	(NHW + prep. + additional ingredient)
16	Chili dip with salted egg and minced pork	(NHW + prep. + additional ingredient)
17	Light chili dip with charcoal grilled young capsicums, shallots, garlic, and shrimps	(NHW + prep. + additional ingredient)
18	Green curry prepared with chicken, pork, or fish ball	(NHW + prep. + additional ingredient)
19	Thai pork curry with morning glory	(NHW + prep. + additional ingredient)
20	Light hot curry with chicken, pork, or fish ball	(NHW + prep. + additional ingredient)
21	Massaman curry with chicken	(NHW + prep. + additional Ingredient)
22	Pha-Nang curry with pork	(NHW + prep. + additional Ingredient)
23	Rich, salted fish-flavored, red curry with bitter Kheelex leaves	(NHW + prep. + additional ingredient)
24	Traditional pork curry with “Cha Muang” leave	(NHW + prep. + additional ingredient)
25	Wild betal leadbush Thai coconut milk curry with roasted pork	(NHW + prep. + additional ingredient)
26	Crab red curry with betel leaves	(NHW + prep. + additional ingredient)
27	Beef curry with fragrant chili	(NHW + prep. + condiment)
28	Thai green curry served with crispy roti	(NHW + prep. + additional ingredient)
29	Thai famous hot and spicy Tom Tum soup served with sweet water prawn	(NHW + prep. + additional ingredient)

Table 4.2.2*The Use of NHW and Post-Modifiers (cont.)*

No.	Menu (Translated version)	Pattern
30	Herbed soup with chicken, wild mushroom, and light galangal-infused coconut milk	(NHW + prep. + additional ingredient)
31	Peppered herb soup with sweet prawns, assorted Thai garden vegetables and gourds	(NHW + prep. + additional ingredient)
32	Sour chilled thin curry with shrimps and deep-fried egg laced Cha-Om leaf paddles	(NHW + prep. + additional ingredient)
33	Sour chilled thin curry with shrimps and mixed vegetable	(NHW + prep. + additional ingredient)
34	Spicy and sour curry with prawn	(NHW + prep. + additional ingredient)
35	Spicy and sour curry with young watermelon and prawns	(NHW + prep. + additional ingredient)
36	Sour soup with light coconut milk, grilled gourami and young tamarind leaves	(NHW + prep. + additional ingredient)
37	Spicy clear soup with pork rib	(NHW + prep. + additional ingredient)
38	Sour chilled thin curry with lotus flow and shrimps	(NHW + prep. + additional ingredient)
39	Sweet and sour grey mullet soup with ginger	(NHW + prep. + additional ingredient)
40	Yellow curry with gray mullet and papaya	(NHW + prep. + additional ingredient)
41	Spicy river prawn topped with red curry and coconut gravy sauce	(NHW + prep. + sauce)
42	Noodles prepared with “Pad Thai” sauce and homegrown fresh banana blossom	(NHW + prep. + additional ingredient)

In item 13 (green mango salad with crispy gourami fish), the structure is as follows: NHW (green mango salad) + prep. (with) + additional ingredient (crispy

gourami fish). Similarly, in item 37 (spicy clear soup with pork rib), the pattern consists of NHW (spicy clear soup) + prep. (with) + additional ingredient (pork rib). In item 38 (sour chilled thin curry with lotus flow and shrimps), the pattern is NHW (sour chilled thin curry) + prep. (with) + additional ingredient (lotus flow and shrimps) Furthermore, in item 42 (noodles prepared with “Pad Thai” sauce and homegrown fresh banana blossom), the pattern is NHW + prep. (prepared with) + additional ingredients (“Pad Thai” sauce and homegrown fresh banana blossom). In item 18 (light chili dip with charcoal grilled young capsicums, shallots, garlies, and shrimps), the pattern is NHW (light chili dip) + prep. (with) + additional ingredient (charcoal grilled young capsicums, shallots, garlies, and shrimps).

4.2.3 NHW and Pre-modifier Pattern in the Rice, Noodles, and Chili Dips Category

The tertiary translation strategy frequently utilized in the study menu was the NHW and pre-modifiers pattern in rice, noodles, and chili dips category. Table 4.2.3 presents 12 menus categorized under rice, noodles, and chili dips that follow Low's (2015) pattern: characteristic, taste, cooking method, shape, and ingredients + NHW.

Table 4.2.3

The Use of the NHW and Pre-Modifier Pattern in the Rice, noodles, and Chili Dips Category

No.	Menu (Translated version)	Pattern
1	Crispy rice noodles	(ingredient + NHW)
2	Thai shrimp paste chili dip	(characteristic + ingredient + NHW)
3	Shrimp paste dip	(ingredients + NHW)
4	Tamarind and minced pork chili dip	(ingredients + NHW)
5	Young tamarind dip	(ingredients + NHW)
6	Crab roe chili dip	(ingredients + NHW)
7	Thai famous fried noodle	(characteristic + cooking method + NHW)
8	Hot and spicy stir-fried noodles	(taste + cooking method + NHW)
9	Green curry fried rice	(characteristic + cooking method + NHW)

Table 4.2.3

The Use of the NHW and Pre-Modifier Pattern in the Rice, noodles, and Chili Dips Category (cont.)

No.	Menu (Translated version)	Pattern
10	Fried rice	(cooking method + NHW)
11	Chef's fried rice	(characteristic + NHW)
12	Shrimp paste fried rice	(ingredients + cooking method + NHW)

For instance, in item 2 (Thai shrimp paste chili dip), the pattern was characteristic (Thai) + ingredient (shrimp paste) + NHW (chili dip). Another example is item 8 (hot and spicy stir-fried noodles), where the pattern involved taste (hot and spicy) + cooking method (stir-fried) + NHW (noodles). Shape was absent from this set of data.

4.2.4 NHW and Pre-modifier Pattern in the Curry Category

The quaternary translation strategy frequently utilized in the study menu is NHW and pre-modifiers pattern in curry category. Table 4.2.4 illustrates the NHW and pre-modifiers pattern within the curry category. It identifies 4 menus that match to Low's (2015) pattern: characteristic/ color/ main ingredient + NHW.

Table 4.2.4

The Use of the NHW and Pre-Modifier Pattern in the Curry Category

No.	Menu (Translated version)	Pattern
1	Green curry	(color + NHW)
2	Red curry	(color + NHW)
3	Yellow curry	(color + NHW)
4	Special curry	(characteristic + NHW)

For example, item 1 (green curry), the pattern consists of color (green) + NHW (curry). Likewise, items 2 (red curry), and 3 (yellow curry) follow the same pattern.

Additionally, in item 4 (special curry), the pattern is characteristic (special) + NHW (curry). The analysis could not detect the main ingredient in this example.

4.2.5 The Pattern in the Dessert Category

The quinary translation strategy frequently utilized in the study menu is the pattern in the dessert category. Table 4.2.5 shows that there are 4 dessert menus in this category that follow Low's (2015) pattern: main ingredient or main ingredient + main ingredient.

Table 4.2.5

The Use in the Dessert Pattern

No.	Menu (Translated version)	Pattern
1	Traditional Thai coconut ice cream	(main ingredient)
2	Coconut milk-based ice cream	(main ingredient)
3	Sorbet	(main ingredient)
4	Seasonal fresh fruits	(main ingredient)

The investigation only indicates the main ingredient employed.

4.2.6 NHW and Pre-modifier Pattern in the Thai Spicy Salad Category

The next most frequently employed translation strategy utilized in the menus was the NHW and pre-modifier pattern in the Thai spicy salad category. Table 4.2.6 focuses on noun headwords (referred to as NHW) and their associated serving styles within Thai menu culture, covering a range of dishes including salads, soups, curries, rice, noodles, chili dips, and desserts, along with examining the pre-modifier pattern in the Thai spicy salad category. The table reveals five menus that follow the pattern described by Low (2015), which involves taste/cooking method/main ingredients + NHW.

Table 4.2.6*The Use of the NHW and Pre-Modifier Pattern in the Thai Spicy Salad Category*

No.	Menu (Translated version)	Pattern
1	Spicy garden vegetable salad	(taste + main ingredient + NHW)
2	Spicy glass noodle salad	(taste + main ingredient + NHW)
3	Pomelo salad	(main ingredient + NHW)
4	Crispy butterfly pea flower salad	(main ingredient + NHW)
5	Crab roe and fish roe salad	(main ingredient + NHW)

For example, in item 1 (spicy garden vegetable salad), the pattern comprises taste (spicy) + main ingredient (garden vegetable) + NHW (salad). Similarly, in item 2 (spicy glass noodle salad), the pattern follows taste (spicy) + main ingredient (glass noodle) + NHW (salad). Additionally, in item 3 (pomelo salad), the pattern consists of the main ingredient (pomelo) and NHW (salad). Please note that there is no cooking method used in the study menus (N = 186).

4.2.7 NHW and Pre-modifier Pattern in the Soup Category

The septenary translation strategy frequently utilized in the study menu was the NHW and pre-modifier pattern in the soup category. Table 4.2.7 presents the NHW and pre-modifier pattern in the soup category. It identifies 3 menus that follow Low's (2015) pattern, characteristic/taste/texture/ingredients + NHW.

Table 4.2.7*The Use of the NHW And Pre-Modifier Pattern in the Soup Category*

No.	Menu (Translated version)	Pattern
1	Country style hot soup	(characteristic + taste + NHW)
2	Basil, minced pork and glass noodle soup	(ingredients + NHW)
3	Egg sausages and minced pork soup	(ingredients + NHW)

For instance, in item 1 (country style hot soup), the pattern consists of characteristic (country style) + taste (hot) + NHW (soup). Another example, in item 3

(egg sausages and minced pork soup), the pattern comprises ingredients (egg sausages and minced pork) + NHW (soup). There was no texture element used in the findings.

4.2.8 Translation Strategies Other than Those of Low's (2015)

Further to the patterns mentioned earlier, this dataset includes another 8 translation patterns not covered in Low's (2015) work. The researcher explores translation patterns within Thai culinary menus beyond those already discussed. This exploration draws from 48 menu items, which are grouped into eight distinct patterns. These patterns include:

- 1) Main ingredient + preposition + additional ingredient + NHW for the salad category
- 2) Ingredient + preposition + characteristic + sauce for the Thai spicy salad category
- 3) Main ingredient + preposition + ingredient/characteristic + NHW for the soup category
- 4) Main ingredient + V3HW + preposition + additional ingredient/ condiment/ sauce/ container
- 5) Main ingredient + preposition + additional ingredient/sauce/container (without NHW or V3HW)
- 6) Cooking method + main ingredient
- 7) Main ingredient + cultural substitution term with no V3HW
- 8) Only loan words without V3HW

Aside from Low's 2015 pattern, there were two patterns in the Thai spicy salad category. The first pattern highlights the main ingredient, followed by preposition + additional ingredient + NHW. The menu items listed are as follows:

- 1) Banana blossom with shrimp salad
(Main ingredient + prep. + additional ingredient + NHW)

In this pattern, there was no NHW. Instead, only the main ingredient was mentioned, followed by a preposition + characteristic + sauce. The menu items listed are as follows:

- 1) Pork or chicken in Larb mixture
(Main ingredient + prep. + characteristic + sauce)

- 2) Flowing lotus mixed with special sauce
(Main ingredient + prep. + characteristic + sauce)

Another pattern for the soup category was identified by the analysis, one that Low's study did not address. This pattern emphasizes the main ingredient, followed by a preposition + ingredients/ characteristics + NHW. The menu items listed are as follows:

- 1) Fermented fish in coconut milk soup
(Main ingredients + prep. + ingredients +NHW)
- 2) River prawns in Tom Yum soup
(Main ingredients + prep. + characteristic +NHW)
- 3) Chicken and galangal in coconut soup
(Main ingredients + prep. + ingredients +NHW)
- 4) Prawns with wild ginger, white pepper and lemon basil soup
(Main ingredients + prep. + ingredients +NHW)
- 5) Seaweed and stuffed squid with minced pork soup
(Main ingredients + prep. + ingredients +NHW)
- 6) Egg duo in "Paloh" soup
(Main ingredients + prep. + characteristic +NHW)
- 7) Boiled chicken in shallot and galangal soup
(Main ingredients + prep. + ingredients +NHW)

For the use of V3HW, the analysis also noticed another pattern which was not mentioned in Low's study. This pattern highlights the use of the main ingredient indicated before V3HW (verb-past participle head words) followed by a preposition + additional ingredients/condiments/sauces/containers. The menu items listed are as follows:

- 1) Honey-marinated chicken deep- fried in Pandan leaf wrapped
(main ingredient + V3HW + prep. + container)
- 2) Thai mackerel simmered in coconut cream
(main ingredient + V3HW + prep. + additional ingredients)
- 3) Napa cabbage braised with shitake mushrooms
(main ingredient + V3HW + prep. + additional ingredients)
- 4) Crab meat Stir-fried with holy basil

(main ingredient + V3HW + prep. + additional ingredient)

5) Chicken breasts stir-fried with black and white wood ears mushrooms, spring onion, cashew nut, and dried chili

(main ingredient + V3HW + prep. + additional ingredients)

6) Slices sea bass deep-fried topped with green mango juliennes and chilled lime sauce

(main ingredient + V3HW + prep. + sauce)

Moreover, some of the menu items showed that the English translation patterns were used without NHW or V3HW. The pattern was main ingredient + prep. + additional ingredients/ condiment/ sauce/ container. The menu items listed are as follows:

1) Crispy rice crackers served with herbed minced chicken dipping

(main ingredient + prep. + sauce)

2) Rice crackers with chicken and prawn dip and mustard green leaves wrapped

(main ingredient + prep. + additional ingredients)

3) Chinese spring rolls with a tangy plum sauce

(main ingredient + prep. + sauce)

4) Spicy chicken Larb in crispy golden cup

(main ingredient + prep. + additional ingredient)

5) Crispy rice vermicelli in traditional sweet and sour sauce

(main ingredient + prep. + sauce)

6) Fresh rice noodle sheet filled with street noodle ingredients

(main ingredient + prep. + additional ingredients)

7) Fish cake stuffed with salted egg yolk

(main ingredient + prep. + additional ingredients)

8) Isaan sausage with condiments

(main ingredient + prep. + condiment)

9) Chicken in thick peanut red curry and cumin

(main ingredient + prep. + condiment)

10) Chicken, pork, fish, or shrimp in sweet and sour sauce

(main ingredient + prep. + sauce)

11) Sweet water prawns in garlic and pepper sauce

- (main ingredient + prep. + sauce)
- 12) Sheatfish in creamy and rich red curry sauce
(main ingredient + prep. + sauce)
- 13) River prawns and glass noodles in clay pot
(main ingredient + prep. + container)
- 14) Thai style omelet with minced pork and basil
(main ingredient + prep. + additional ingredients)
- 15) Crispy pork belly with country style dip
(main ingredient + prep. + sauce)
- 16) Traditional shaved ice with syrup or coconut milk
(main ingredient + prep. + additional ingredient)
- 17) Toddy palm slice in ice syrup
(main ingredient + prep. + additional ingredient)
- 18) Mango with sticky rice
(main ingredient + prep. + additional ingredient)
- 19) Banana in syrup
(main ingredient + prep. + additional ingredient)
- 20) Sweet sticky rice with longan and coconut cream
(main ingredient + prep. + additional ingredients)

In addition, another pattern, based on Low's 2015 pattern, was discovered and utilized. This new pattern involved combining the cooking method with the main ingredient.

The menu items listed are as follows:

- 1) Sun-dried pork or beef

On top of that, an additional pattern was found and employed. The pattern involved using only the main ingredient along with a culturally substituted word with no V3HW. The menu items listed are as follows:

- 1) Lotus petals wrapped
- 2) Crispy Thai pork toasts
- 3) Savory pork and prawn toasts
- 4) Mixed appetizers
- 5) Mushroom medley

6) Thai prawns/crab meat omelet

The latest pattern discovered involved using only loan words without V3HW.

- 1) Pratat Lom Goong
- 2) Miang kana/ Miang kum
- 3) Khanom Jeen Nam Prik set
- 4) Khanom Jeen Nam Ya set
- 5) Panaeng
- 6) Khao Niew Mamuang
- 7) Ploy Grob
- 8) Khao Fang Piek Lamyai
- 9) Kanom Inthanin Lae Yokmanee Bai Toey
- 10) Kanom Leb Mue Nang
- 11) Kluay Buad Chi Gub Kluay Chueam
- 12) Gang Buad Munmuang Gub Maprow On
- 13) Som Chun
- 14) Kanom Tuapaeb Kem Lae Waan
- 15) Chao Guai Ta Gob
- 16) Bualoy Nuea Tarn Suk Gub Khai Waan
- 17) Kanom Tuay Bai Toey
- 18) Khao Tom Mut

In conclusion, this chapter presented the analysis of 186 food menu items, revealing the translation strategies outlined by Baker (1992), which were found a total of 310 times. The data indicates that seven out of eight strategies proposed by Baker (1992) were observed in the menu items, including translation by illustration, cultural substitution, paraphrasing with related words, using loan words, omission, using more general words, and paraphrasing with unrelated words. Notably, translation by illustration emerged as the most frequently employed strategy, followed by translation by cultural substitution. It is noteworthy that translation by more neutral/less expressive words was not identified in this study.

In addition, the focus shifted to English translation patterns, where seven patterns identified by Low (2015) were detected in the menus. These patterns encompassed various linguistic structures, such as V3HW and post-modifiers, NHW

and post-modifiers, NHW and pre-modifiers in the rice, noodles, and chili dips categories, NHW and pre-modifiers in the curry category, dessert patterns, NHW and pre-modifiers in the Thai spicy salad category, and NHW and pre-modifiers in the soup category. Furthermore, the study extended beyond established translation strategies and English translation patterns, uncovering eight additional translation patterns within Thai culinary menus.



CHAPTER 5

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

This chapter consists of the summary of the findings, the discussion, the conclusion, the limitations of the study, and the recommendations for future research.

5.1 Summary of the Findings

The research findings can be categorized into two main parts according to the following research questions:

5.1.1 Translation Strategies

The study identified seven out of eight of Baker's (1992) translation strategies utilized in 186 menu items. These included translation by illustration (132 times, 42.58%), translation by cultural substitution (63 times, 20.32%), paraphrasing with related words (49 times, 15.81%), using loan words (32 times, 10.31%), omission (20 times, 6.45%), translation by a more general word (11 times, 3.55%), and paraphrasing with unrelated words (3 times, 0.97%). Notably, translation by a more general word was not observed in this study.

5.1.2 English Translation Patterns

According to the study, 186 menu items used seven of the eight English translation patterns proposed by Low (2015). The following patterns were found:

- 1) V3HW and post-modifiers patterns
- 2) NHW and post-modifiers pattern
- 3) NHW and pre-modifier pattern in the rice, noodles, and chili dips category
- 4) NHW and pre-modifier pattern in the curry category
- 5) Dessert pattern
- 6) NHW and pre-modifier pattern in the Thai spicy salad category
- 7) NHW and pre-modifier pattern in the soup category

Further to the patterns mentioned earlier, this dataset includes another 8 translation patterns were not covered in Low's (2015) work. These patterns include:

- 1) Main ingredient + preposition + additional ingredient + NHW for the salad category
- 2) Ingredient + preposition + characteristic + sauce for the Thai spicy salad category
- 3) Main ingredient + preposition + ingredient/characteristic + NHW for the soup category
- 4) Main ingredient + V3HW + preposition + additional ingredient/condiment/sauce/container
- 5) Main ingredient + preposition + additional ingredient/sauce/container (without NHW or V3HW)
- 6) Cooking method + main ingredient
- 7) Main ingredient + cultural substitution term with no V3HW
- 8) Only loan words without V3HW

5.2 Discussion of the Findings

The first objective of this research was to examine the strategies employed in translating menus into English within the theoretical framework, according to Baker (1992). After analyzing 186 menu items translated from Thai to English, the findings of the study revealed that the translation strategies, ranked from most to least frequency, comprised translation by illustration (42.58%), translation by cultural substitution (20.32%), translation by paraphrasing with related words (15.81%), translation by using loan words (10.31%), translation by omission (6.45%), translation by more general words (3.55%), and translation by paraphrasing with unrelated words (0.97%).

In this present study, the most frequently used strategy for translating Thai source words (Thai dishes) was translation by illustration, accounting for 42.58% of the translations. The result suggests that the target text (English) was not easily translated from the source text (Thai) due to the distinct and unique nature of the original terms. Therefore, when referring to a physical entity, the target English terms could not adequately capture certain characteristics of the Thai words. Consequently, the translator employed this strategy, which included using depiction, illustration, and elucidation to make the physical entity understandable.

There are five approaches to visually representing the dish's appearance: 1) using an adjective to convey the color of the food to enrich the imagery of the dish. 2) Using an adjective to indicate the geographical origin or country of origin of food or ingredients. 3) Using prepositions such as “in,” “on,” “with,” “filled with,” “stuffed with,” and “topped with,” to describe the components of a dish, its presentation style, or its appearance. 4) Using words describe the cooking method. 5) Adding an adjective to elaborate on the taste of the food.

The results of the present study align with the finding of Buranatrakoon’s study (2020). Both studies found that translation by illustration was the most frequently used strategy for translating food menus from Thai (source text) to English (target text) to provide a clear picture of the dishes. Conversely, the study conducted by Roekmongkhonwit (2006) found the illustration strategy was not employed.

Additionally, this research discovered that certain culturally specific terms were incorporated into the translated text to facilitate immediate understanding for the target readers and to improve the overall coherence and fluidity of the translation. As a result, this approach was ranked second, at 20.32%. In contrast, Vorajaroensri's (2002) study ranked this method highest in frequency, with Roekmongkhonwit's (2006) and Kunavarote's (2006) studies following closely in second and third place, respectively.

Moreover, the strategy of translation by paraphrasing with related words was ranked third in terms of frequency (15.81%) in this study. However, previous research, such as Buranatrakoon's (2020) study, ranked this method second. Meanwhile, Vorajaroensri (2002) and Kunavarote (2006) found no evidence of the strategy of paraphrasing with related words in their studies.

In addition, as noted in Kunavarote’s (2006) study, some translation strategies overlap. Similarly, in the present study, certain menu items employed multiple strategies to address translation challenges such as combining translation by cultural substitution plus illustration, or using a loan word along with cultural substitution.

The second objective of this research was to examine how menus translated into English match Low's (2015) framework for translation. The findings revealed that seven of the eight translation patterns proposed by Low (2015) were used to translate menu items. It is important to note that the findings of this study correspond to Low's (2015) guidelines for translating Thai menus into English.

While exploratory, this study offers insight into various patterns for handling the same category of foods that appeared beyond prior studies. For example, Low's (2015) pattern to salad structure involves taste, cooking method, and main ingredient with NHW (noun head word). However, the patterns identified beyond Low's (2015) research did not consider NHW preferences. When comparing patterns outside Low's (2015) findings, the conclusion of NHW preferences was noted in the menu item "spicy garden vegetable salad," while the absence of NHW considerations was observed in "floating lotus mixed with special sauce." Despite differing sentence structures, both menus belong to the same category, classified as Thai cuisine. It appears that the use of a pattern translation format for Thai dishes exhibits considerable variation. When translating Thai source text to English, it's crucial to preserve the essence of the dishes. Moreover, employing this pattern translation format offers a flexible approach to effectively convey information to readers.

This study holds many benefits for the field of English for Specific Purposes (ESP), particularly within the subfield of culinary and hospitality languages. By identifying key translation strategies and English patterns for culinary contexts, it provides tailored translation strategies for these specific settings. These findings have the potential to improve the ESP curriculum by equipping learners with specialized skills for translating and interpreting culinary texts. The focus on strategies like translation by illustration, cultural substitution, and paraphrasing with related words addresses the unique challenges of culinary translation and emphasizes cultural sensitivity. In addition, this knowledge enhances pedagogical approaches by improving teaching materials, developing professional competence, and better preparing students for real-world tasks in the culinary and hospitality industries. Ultimately, it enhances their ability to navigate cultural nuances and produce high-quality translations.

5.3 Conclusion

This study aims to examine the English translations of menus from two Michelin-starred Thai restaurants, focusing on two key elements using research questions. The first research question of this study regarded analyzing the translation strategy used in menus translated into English. The second research question concerned determining the patterns of English translation in these menus.

A total of 186 menu items from two Michelin-starred Thai restaurants available online were analyzed using Baker's (1992) translation strategies and Low's (2015) English translation patterns. Seven of Baker's eight strategies were effectively applied, demonstrating their broad applicability. Additionally, seven of Low's eight patterns were identified in the dataset. However, the analysis also revealed eight new translation patterns not covered by Low.

Based on the analysis presented, it is possible to assume that while Baker's and Low's strategies and patterns provide a solid foundation for menu translations, there is a need for additional strategies to address the full complexity and diversity of menu items. Expanding the range of translation strategies will enhance accuracy and cultural relevance in future translations.

5.4 Limitations of the Study

The study only adopted Baker's (1992) translation strategies to analyze the translated Thai food menu items into English. Due to time limitation, the population of this study focuses solely on two Michelin-starred Thai restaurants that serve authentic Thai dishes, including desserts. Beverages were not included.

5.5 Recommendations for Further Study

To further study the translation strategy needs of learners, this research could expand into various aspects. Since this study solely gathered data from two restaurants rated by the Michelin Star system, focusing on authentic Thai food menus, there is ample room left for investigating the translation strategies used for food menus on different rating platforms such as Google Maps, TripAdvisor, Eater, or Food & Wine. Future data collection could focus solely on each platform individually or involve comparing findings across platforms.

As noted earlier, this study exclusively analyzes authentic Thai food menus. Therefore, it would be beneficial to explore additional aspects of Thai food, including creative Thai cuisines, Thai fusion cuisine, or Thai modern cuisine, which often feature both Thai and English versions. Additionally, examining beverages could reveal variations across different menu types.

Furthermore, since this study focused entirely on menu items there is ample opportunity to investigate other sections, such as the descriptions that accompany each menu item, which are equally worth exploring.

Future research could explore and develop additional translation strategies to address the full complexity and diversity of menu items, thereby enhancing the accuracy and cultural relevance of translations.



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APPENDICES

APPENDIX A
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No.	Food Name (Thai)	Food name (English)	Frequency of each type of translation strategy						
			More general word	Cultural substitution	Loan word	Paraphrase using a related word	Paraphrase using Unrelated words	Omission	Illustration
1	เมี่ยงบัวหลวง	Lotus petals <u>wrapped</u>							1
2	ข้าวตังหน้าตั้ง	<u>Crispy rice crackers</u> served with herbed <u>minced</u> chicken dipping		1					1
3	หน้าตั้ง-เมี่ยงลาว ข้าวตังทอด	Rice <u>crackers</u> with chicken and prawn dip and mustard green leaves wrapped		1					
4	ปอเปี๊ยะ	<u>Chinese spring rolls</u> with a <u>tangy plum sauce</u>							1
5	ขนมปังหน้าหมู	<u>Crispy Thai pork toasts</u>		1					1
6	ขนมปังหน้าหมู-กุ้ง	<u>Savory pork and prawn toasts</u>		1					1
7	กระทงทอง	<u>Spicy chicken Larb</u> in <u>crispy golden cup</u>			1				1
8	ประทัดลมกุ้ง	Pratat Lom Goong			1				
9	ถุงทอง	<u>Deep-fried minced pork wrapped in rice sheet tiny bag shape</u>							1
10	หมี่กรอบ	<u>Crispy rice vermicelli</u> in traditional sweet and <u>sour sauce</u>							1
11	หมี่กรอบ	<u>Crispy rice noodles</u>	1						1
12	เมี่ยงค่าน้ำ/ เมี่ยงคำ	Miang kana / Miang kum			1				
13	เมี่ยงก๋วยเตี๋ยว	<u>Fresh rice noodle sheet filled with</u> street noodle ingredients							1

No.	Food Name (Thai)	Food name (English)	Frequency of each type of translation strategy						
			More general word	Cultural substitution	Load word	Paraphrase using a related word	Paraphrase using Unrelated words	Omission	Illustration
14	กุ้งชุบงา	<u>Deep-fried</u> shrimp with sesame				1			1
15	ทอดมันปลา	<u>Deep-fried</u> mildly chilled fish <u>patties</u>		1					1
16	ทอดมันหิวนกเรณิด	<u>Deep-fried</u> prawn and squid <u>cake</u>		1			1	1	1
17	ทอดมันปลาทรายสอดไส้ไข่เค็มไชยา	Fish <u>cake</u> <u>stuffed</u> with salted egg yolk	1	1		1		1	1
18	ทอดมันกุ้ง	<u>Deep-fried</u> shrimp <u>patties</u>		1					1
19	ทอดมันหน่อกล้วย/หัวปลี	<u>Deep-fried</u> fish patties with Nor Kala / banana blossom				1			1
20	ไก่ห่อใบเตย	<u>Honey-marinated</u> chicken <u>deep- fried</u> in <u>Pandan leaf</u> <u>wrapped</u>							1
21	ไก่ห่อใบเตยหอม	<u>Deep-fried</u> chicken <u>wrapped</u> with <u>Pandan</u>						1	1
22	ปีกไก่ทอดเกลือ	<u>Deep-fried</u> salted chicken wings							1
23	เกี้ยวปลาหนังสูตรพิเศษ	Special steamed fish <u>wontons</u>		1					
24	แซ่บอีสานทรงเครื่อง	Isaan <u>sausage</u> with condiments		1	1			1	
25	หมู หรือเนื้อแดดเดียว	<u>Sun-dried</u> pork or beef						1	
26	ของว่างรวม	Mixed <u>appetizers</u>		1					
27	ยำผักบ้านสวน	<u>Spicy</u> garden vegetable <u>salad</u>		1					1
28	ยำถั่วพลู	<u>Spicy</u> wing bean <u>salad</u> with shrimp, squid, and boiled egg		1					1
29	ยำวุ้นเส้น	<u>Spicy</u> glass noodle <u>salad</u>		1					1
30	ยำส้มโอ	Pomelo <u>salad</u> with prawns and <u>chicken</u> breast in <u>special</u> salad dressing		1					1

No.	Food Name (Thai)	Food name (English)	Frequency of each type of translation strategy						
			More general word	Cultural substitution	Load word	Paraphrase using a related word	Paraphrase using Unrelated words	Omission	Illustration
31	ยำส้มโอ	Pomelo <u>salad</u>		1					
32	ยำหัวปลีทรงเครื่อง	Banana blossom with <u>shrimp salad</u>		1				1	
33	ยำหัวปลีสดไก่ฉีก	Banana blossom <u>salad</u> with shredded chicken		1		1		1	
34	ลาบหมูทอด	<u>Deep-fried spicy</u> minced pork ball in Larb dressing			1				1
35	ลาบหมูทอด	<u>Deep-fried spicy</u> minced pork							1
36	ลาบหมู-ไก่	Pork or chicken in <u>Larb</u> mixture			1				
37	ลาบปลากระพงกับมะแขว่น	<u>Spicy</u> sea bass <u>Larb</u> <u>salad</u> with <u>Makhawaen</u> seed		1	1				1
38	น้ำตกเห็ด	Mushroom medley						1	
39	พล่ากุ้ง	<u>Spicy</u> shrimp <u>salad</u> with assorted herbs		1					1
40	ยำคอหมูย่าง	<u>Spicy</u> pork <u>salad</u> with eggplant		1					1
41	ส้มตำไหลบัว	Flowing lotus <u>mixed</u> with <u>special</u> sauce							1
42	ยำดอกขจร	Cow slip flower <u>salad</u> with shrimp		1		1			
43	ยำมันขาวกับกุ้งทอด	White turmeric <u>salad</u> with <u>fried</u> prawns		1					1
44	ยำดอกอัญชันทอดกรอบ	<u>Crispy</u> butterfly pea flower <u>salad</u>		1					1
45	ยำผลไม้สดกับกุ้งทอด	Fruit <u>salad</u> with prawns		1				1	
46	ยำก้านคะน้ากับกุ้งและหมูบะซอ	<u>Kale stalks</u> <u>salad</u> with prawns and minced pork	1	1					
47	ยำมะเขือยาวกับกุ้งแม่น้ำย่าง	Eggplants <u>salad</u> with <u>grilled</u> river prawn		1					1
48	ยำชะครามกับกุ้ง	Sea blite <u>salad</u> with prawns		1					

No.	Food Name (Thai)	Food name (English)	Frequency of each type of translation strategy						
			More general word	Cultural substitution	Load word	Paraphrase using a related word	Paraphrase using Unrelated words	Omission	Illustration
49	ยำมะม่วงกับปลาสดทอดกรอบ	<u>Green mango salad with crispy gourami fish</u>		1					1
50	ยำไข่ปู ไข่ปลา	Crab roe and fish roe <u>salad</u>		1		1			
51	น้ำพริกกะปิ เสริฟกับปลาหูทอด	<u>Thai classic shrimp paste dip served with deep fried Thai sardines</u>		1					1
52	น้ำพริกกะปิกุ้งแห้ง	<u>Thai shrimp paste chili dip</u>		1					1
53	น้ำพริกนครบาล เสริฟกับปลาช่อนทอด	A shrimp paste-based <u>dip served with deep-fried sweet water pike</u>		1					1
54	น้ำพริกขี้เหล็ก	<u>shrimp paste dip</u>		1					
55	น้ำพริกขี้เหล็ก	<u>Chili dip with salted egg and minced pork</u>		1					
56	น้ำพริกหนุ่มกุ้งสด	Light chili <u>dip with charcoal grilled young capsicums, shallots, garlics, and shrimps</u>		1					1
57	หลนปูเค็ม	<u>Sauté salted crabs or baby shrimps in coconut cream</u>						1	1
58	หลนปลาทุ้มัน	<u>Thai mackerel simmered in coconut cream</u>						1	1
59	หลนแหนม	<u>Simmered Thai cured pork in coconut cream</u>						1	1
60	น้ำพริกมะขาม	Tamarind and minced pork <u>chili dip</u>		1					
61	น้ำพริกมะขามอ่อน	Young tamarind <u>dip</u>		1					
62	กะปิคั่ว	<u>Stir-fried shrimp pasted served with garden vegetable</u>							1
63	กะปิคั่ว	<u>Stir-fried shrimp paste in coconut cream</u>							1
64	น้ำพริกไข่ปู	Crab roe <u>chili dip</u>		1					

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			More general word	Cultural substitution	Load word	Paraphrase using a related word	Paraphrase using Unrelated words	Omission
65	ปลาร้าทรงเครื่อง	Fermented fish in coconut milk <u>soup</u>		1				
66	เนื้อเค็มผัดกะทิ	<u>Stir-fried</u> salted beef with aromatic coconut cream				1		1
67	ชุดขนมจีนน้ำพริก	Khanom Jeen Nam Prik set			1			
68	ชุดขนมจีนน้ำยา	Khanom Jeen Nam Ya set			1			
69	แกงเขียวหวานไก่/หมู/ ลูกชิ้นปลากราย	<u>Green</u> curry prepared with chicken, pork, or <u>fish ball</u>	1			1		1
70	แกงเขียวหวาน	<u>Green</u> curry						1
71	แกงเทโพหมู	<u>Thai</u> pork curry with morning glory						1
72	แกงเผ็ด	<u>Red</u> curry						1
73	แกงป่าไก่/หมู/ ลูกชิ้นปลากราย	<u>Light hot</u> curry with chicken, pork, or <u>fish</u> <u>ball</u>	1					1
74	แกงป่า	<u>Country style hot soup</u>		1				1
75	มัสมั่นไก่	Chicken in <u>thick</u> peanut <u>red</u> curry and cumin						1
76	มัสมั่น	<u>Massaman</u> curry with chicken			1			
77	พะแนงหมู	<u>Pha-Nang</u> curry with pork			1			
78	พะแนง	<u>Panaeng</u>			1			
79	แกงกะหรี่	<u>Yellow</u> curry						1
80	แกงขี้เหล็ก	<u>Rich, salted fish-</u> <u>flavored, red</u> curry with bitter <u>Kheelix</u> leaves			1	1		1
81	แกงบอน	<u>Special</u> curry					1	1
82	หมูชะมวง	<u>Traditional</u> pork curry with “ <u>Cha Muang</u> ” leave			1	1		1

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83	แกงคั่วใบชะพลูหมูย่าง	Wild betel leadbush <u>Thai</u> coconut milk curry with <u>roasted pork</u>				1			1
84	แกงปูใบชะพลู	Crab <u>red</u> curry with betel leaves				1			1
85	แกงเนื้อพริกขี้หนูสวน	Beef curry with <u>fragrant chili</u>	1			1		1	1
86	ห่อหมกปลาสองน้ำ	<u>Thai style steamed</u> fish soufflé		1					1
87	โรตีสีแกงเขียวหวาน	<u>Thai green</u> curry served with <u>crispy roti</u>		1					1
88	ต้มยำกุ้ง	<u>Thai famous hot and spicy Tom Yum soup</u> served with sweet water prawn		1	1	1			1
89	ต้มยำกุ้งแม่น้ำ	River prawns in <u>Tom Yum soup</u>		1	1				
90	ต้มข่าไก่	Herbed <u>soup</u> with chicken, wild mushroom and light galangal-infused coconut milk		1					
91	ต้มข่าไก่ใส่มะพร้าวอ่อน	Chicken and galangal in coconut <u>soup</u>		1					
92	แกงเลียงผักสวนครัวปลอด	<u>Peppered herb soup</u> with sweet prawns, assorted <u>Thai garden vegetables</u> and gourds		1				1	1
93	แกงเลียงกุ้ง	Prawns with wild ginger, white pepper and lemon basil <u>soup</u>		1					
94	แกงส้มชะอมหมูใบ้ทอด	<u>Sour chilled thin</u> curry with shrimps and <u>deep-fried egg laced Cha-Om</u> leaf paddles			1	1			1

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95	แกงส้มกุ้งผักรวม	<u>Sour chilled thin</u> curry with shrimps and mixed vegetable				1			1
96	แกงส้มกุ้งแม่น้ำและผักตามฤดูกาล	<u>Spicy and sour</u> curry with river prawn							1
97	แกงส้มผลแตงโมอ่อนกับกุ้ง	<u>Spicy and sour</u> curry with young watermelon and prawns				1			1
98	ต้มโคล้งปลาสดใบมะขามอ่อน	<u>Sour</u> soup with <u>light</u> coconut milk, <u>grilled</u> gourami and young				1			1
99	ต้มแซ่บซี่โครงอ่อน	<u>Spicy clear</u> soup with pork rib		1		1			1
100	แกงส้มไหลบัวกุ้งสด	<u>Sour chilled thin</u> curry with lotus flow and shrimps				1			1
101	ต้มส้มปลากระบอก	<u>Sweet and sour</u> grey mullet soup with ginger		1					1
102	แกงเหลืองปลากระบอกกับมะละกอ	<u>Yellow</u> curry with gray mullet and papaya				1			1
103	แกงจืดใบโหระพากับหมูชะชู้นเส้น	Basil, <u>minced pork</u> and glass noodle <u>soup</u>	1	1					
104	แกงจืดสาหร่ายทะเลกับปลาหมึกสดใส่	Seaweed and <u>stuffed</u> squid with minced pork <u>soup</u>			1				1
105	แกงจืดลูกรอกหมูบะช่อ	Egg sausages and <u>minced pork</u> soup	1	1					
106	ไข่พะโล้สองสหายแบบไทย	Egg duo in “ <u>Paloh</u> ” soup		1	1			1	
107	ไข่ลูกเขย	<u>Deep-fried</u> soft boiled eggs with <u>sweet and salty</u> tamarind sauce							1

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108	ไก่บ้านต้มหอมแดงกับข่า	Boiled chicken in shallot and galangal <u>soup</u>		1					
109	ผัดผักบ้านสวน	<u>Stir-fried</u> garden vegetables with shrimp							1
110	ผัดผักนึ่งไฟแดง	<u>Stir-fried</u> morning-glory with garlic, chili and bean sauce	1						1
111	บด้อกโคลี่ผัดกุ้ง	<u>Stir-fried</u> broccoli with shrimp				1			1
112	กะน้ำปลาเค็ม/ หมูกรอบ	<u>Stir-fried</u> kales with salted fish or <u>crispy</u> pork	1			1			1
113	มะเขือยาวผัดหมูสับปลาเค็มหอม	<u>Stir-fried</u> Thai green eggplants with minced pork and salted fish				1		1	1
114	เป็ดย่างผัดขึ้นฉ่ายและผักกาดดอง	<u>Stir-fried</u> roasted duck with Chinese celery and <u>pickled</u> vegetable	1			1			1
115	ผัดผักโสมกวนกับกุ้ง	<u>Stir-fried</u> Chinese mustard with prawns							1
116	ผักกาดขาวตุ๋นเห็ดหอม	Napa cabbage braised with shitake mushrooms				1			
117	ผัดไหลบัวกับกุ้งแม่น้ำ	<u>Stir-fried</u> lotus stem with river prawns							1
118	บวบงผัดไข่	<u>Stir-fried</u> loofah with eggs							1
119	หมูกรอบผัดกุยช่าย	<u>Stir-fried</u> <u>crispy</u> pork belly with chives				1			1
120	ผัดผักตามฤดูกาล	<u>Seasonal stir-fried</u> vegetable							1
121	ไก่ผัดขิง	<u>Stir-fried</u> chicken with ginger				1			1
122	ผัดกระเพราหมู/ไก่/กุ้ง	<u>Stir-fried</u> pork, chicken, or shrimp with <u>spicy</u> basil sauce				1			1

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123	ผัดกระเพราเนื้อปู	Crab meat <u>Stir-fried</u> with holy basil				1			1
124	ไก่ผัดเม็ดมะม่วง	<u>Chicken breasts stir-fried</u> with black and white wood ears mushrooms, spring onion, cashew nut, and dried chili							1
125	ผัดพริกขิงปลาฟู	<u>Stir-fried</u> chili ginger and fish with <u>Thai</u> curry and various herb				1			1
126	ผัดพริกขิงปลาตุ๋นฟู	<u>Stir-fried crispy fluffy</u> catfish with <u>red</u> curry paste				1			1
127	ผัดเผ็ดปลาคูขี้	<u>Stir-fried crispy</u> catfish with <u>red</u> curry paste				1			1
128	ก๋วยลิ่งกระดูกหมูอ่อน	<u>Stir-fried</u> soft ribs in <u>Southern herbs</u> and spice							1
129	ผัดเปรี้ยวหวานไก่/หมู/ปลา/กุ้ง	Chicken, pork, fish, or shrimp in <u>sweet and sour</u> sauce							1
130	ปลากระพงเจียนน้ำมะขาม	<u>Deep-fried whole</u> sea bass in ginger and tamarind sauce							1
131	ปลากระพงทอดน้ำปลา	<u>Deep-fried</u> seabass in fish sauce							1
132	ปลากระพงย่างมะม่วง	<u>Slices</u> Sea bass <u>deep-fried topped with green</u> mango <u>juliennes</u> and chilled lime sauce							1
133	ปลากระพงนึ่งมะนาว	<u>Steamed</u> whole sea bass with <u>spicy</u> garlic and lime sauce							1
134	ปลาคั่วพริกขี้หนู/ปลา/กุ้ง	<u>Steamed</u> fish with soy sauce				1		1	1
135	ปลาจาระเม็ดทอดราดซอสสาหร่ายทะเล	<u>Fried</u> pomfret with seaweed sauce				1			1

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136	ปลาหมึกนึ่งมะนาว	<u>Steamed</u> squid with lime juice				1			1
137	กุ้งทอดกระเทียมพริกไทย	Sweet water prawns in garlic and pepper sauce						1	
138	ฉู่ฉี่กุ้ง	<u>Spicy</u> river prawn <u>topped</u> with <u>red</u> curry and coconut <u>gravy</u> sauce		1					1
139	ฉู่ฉี่ปลาเนื้ออ่อน	Sheatfish in <u>creamy</u> and <u>rich red</u> curry sauce							1
140	กุ้งสามรส	<u>Pan-fried</u> sweet water prawn <u>topped</u> with chilled honey sauce							1
141	กุ้งแม่น้ำทอดน้ำปลาน้ำปลาหวานส้มซ่า	<u>Fried</u> river prawns with <u>sweetened</u> fish sauce and bitter orange							1
142	ปูผัดผงกระหรี่	<u>Stir-fried</u> crab meat with <u>yellow</u> curry				1			1
143	กุ้งผัดสะตอกับพริกชี้ฟ้าเหลือง	<u>Stir-fried</u> prawns with bitter bean and <u>yellow</u> chilies				1			1
144	เนื้อปูผัดพริกเหลืองกับถั่วฝักยาว	<u>Stir-fried</u> crab meat with yellow chilies							1
145	กุ้ง/เนื้อปูผัดไข่เค็ม	<u>Stir-fried</u> prawns/crab meat with salted duck eggs				1			1
146	กุ้งแม่น้ำอบวุ้นเส้น	River prawns and glass noodles <u>in clay pot</u>							1
147	ไข่เจียวหมูสับทรงเครื่อง	<u>Thai style</u> omelet with minced pork and basil		1					1
148	ไข่เจียวกุ้ง/เนื้อปู	<u>Thai</u> prawns/crab meat omelet		1		1			1
149	หมูสามชั้นทอดน้ำปลาจิ้มแจ่ว	<u>Crispy</u> pork belly with <u>country style</u> dip		1				1	1

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150	ปลาหมึกทอดในกระเทียม	<u>Deep-fried</u> squid with garlic				1			1
151	ผัดไทยกุ้งสด	Noodles prepared with “ <u>Pad Thai</u> ” sauce and homegrown fresh banana blossom			1				
152	ก๋วยเตี๋ยวผัดไทย	<u>Thai famous</u> fried noodle							1
153	ก๋วยเตี๋ยวคั่วไก่	<u>Wok-fried</u> rice noodles with chicken				1			1
154	ก๋วยเตี๋ยวเนื้อสับกับไข่ดาวไทยทอดกรอบ	<u>Stir-fried</u> rice noodles topped with minced beef <u>gravy</u> and <u>Thai style</u> fried egg		1		1			1
155	ก๋วยเตี๋ยวผัดซีอิ๊วหมู	<u>Stir-fried</u> flat noodles with pork and dark soy <u>sauce</u>				1			1
156	ก๋วยเตี๋ยวผัดซี๊เมมา	<u>Hot and spicy</u> stir-fried <u>noodles</u>					1		1
157	ข้าวผัดแกงเขียวหวานแห้ง	<u>Green</u> curry <u>fried</u> rice							1
158	ข้าวผัดมันกุ้งแม่น้ำ	<u>Fried</u> rice with river prawn cream							1
159	ข้าวผัด	<u>Fried</u> rice							1
160	ข้าวผัดแหนม	<u>Fried</u> rice with <u>Thai</u> <u>curded</u> pork	1			1			1
161	ข้าวผัดตามใจเซฟ	<u>Chef’s</u> fried rice							1
162	ข้าวผัดปลาสด	<u>Fried</u> rice with <u>crispy</u> blue gourami				1			1
163	ข้าวอบสับประรด	<u>Baked</u> rice with pineapple				1			1
164	ข้าวคลุกกะปิ	Shrimp paste <u>fried</u> rice				1			1
165	ขนมน้ำแข็ง	<u>Traditional</u> shaved ice with syrup or coconut milk							1

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166	ลูกตาลลอยแก้ว	<u>Toddy palm slice in ice syrup</u>							1
167	ไอศกรีมกะทิโบราณ	<u>Traditional Thai coconut ice cream</u>							1
168	ไอศกรีมกะทิ	<u>Coconut milk-based ice cream</u>							1
169	ไอศกรีมหวานเย็น	<u>Sorbet</u>		1					
170	ผลไม้รวม	<u>Seasonal fresh fruits</u>							1
171	ข้าวเหนียวมะม่วง	Mango with sticky rice				1			
172	ข้าวเหนียวมะม่วง	Khao Niew Mamuang			1				
173	กล้วยเชื่อม	<u>Banana in syrup</u>							1
174	ข้าวเหนียวดำเปียกลำไย	<u>Sweet sticky rice with longan and coconut cream</u>							1
175	พลอยกรอบ	Ploy Grob			1				
176	ข้าวฟ่างเปียกลำไย	Khao Fang Piek Lamyai			1				
177	ขนมอินทนิลน้ำใบเตยหอมกับขนมหยกมณี น้ำใบเตยหอม	Kanom Inthanin Lae Yokmanee Bai Toey			1				
178	ขนมเล็บมือนาง	Kanom Leb Mue Nang			1				
179	กล้วยवादชิกับกล้วยน้ำว้าเชื่อม	Kluay Buad Chi Gub Kluay Chueam			1				
180	แกงบวดมันม่วงกับมะพร้าวอ่อน	Gang Buad Munmuang Gub Maprow On			1				
181	ส้มจูน	Som Chun			1				
182	ขนมถั่วแปบเค็ม-หวาน	Kanom Tuapaeb Kem Lae Waan			1				
183	เฉาก๊วยตากบ	Chao Guai Ta Gob			1				
184	บัวลอยเนื้อตาลสุกกับไข่หวาน	Bualoy Nuea Tarn Suk Gub Khai Waan			1				
185	ขนมถั่วใบเตยหอม	Kanom Tuay Bai Toey			1				
186	ข้าวต้มมัด	Khao Tom Mut			1				