
Unit 5 A Taste of Culture



For FLTRP “Star Teacher” Contest
December 2018



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Introduction

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Demonstration



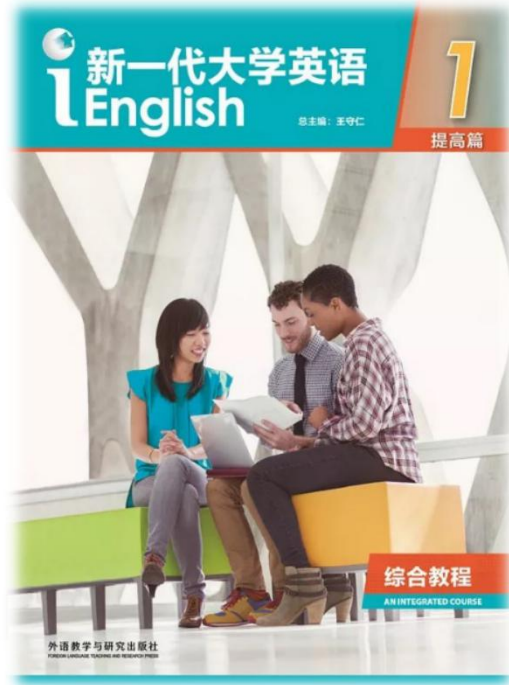
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Introduction

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Demonstration

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Textbook & unit: English Integrated Course Book 1 Unit 5 A Taste of Culture

Communicative task
Introduce a local cuisine
to foreigners



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1 | Introduction



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Introduce a local cuisine

Mini-task 1:
Name

Mini-task 2:
Taste

Mini-task 3:
Cuisine and culture



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Mini-task 1: translating the names of Chinese dishes to English

► Objectives

Linguistic objective

- Acquire theme-related language
- Sharpen the skill of translating Chinese dish names

Communicative objective

- Improve the awareness of cultural differences from the perspective of cuisine

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Input:

Language: vocabulary/phrases related to cuisine

Skill: translation strategies for Chinese dish names

Idea: high-context culture vs low-context culture



Production

Translate the name of one local cuisine

Analyze the translation strategy used

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Assignment & Assessment

Dish name

Chinese:

English:

Type of dish name:

Translation strategy used:

Linguistic:

- Accuracy (words, grammar, structure)

Informative function:

- Food information

Cultural function:

- Cultural connotations/annotations





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Introduction

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Demonstration



菜单

川味爆炒辣子鸡块



宫保鸡丁



芙蓉鸡



A dish in chicken?

Another dish in chicken?

Lotus chicken?



川味爆炒辣子鸡块





川味爆炒辣子鸡块



Ingredients

N

Major ingredient(s) with Minor ingredient(s)

Chicken with chilies



川味爆炒辣子鸡块



Taste

ADJ

Tender 嫩

Crispy 脆

Fragrant 香

Spicy 辣

Sweet 甜

Sour 酸

Spicy



川味爆炒辣子鸡块



Place of origin

“Place” + ingredients
... in “place” style

Sichuan
... in Sichuan style



川味爆炒辣子鸡块



Cooking method

V-ed

煎、炒 fried

爆炒 stir-fried

烧 braised/stewed

熏 smoked

拌 mixed

蒸 steamed

Stir-fried

川味爆炒辣子鸡块



Shape

N

Ingredients + shape

- 丁 cubes
- 片 slices
- 块 dices
- 丝 shred

chicken dices



川味爆炒辣子鸡块



Ingredients

Place of origin

Cooking method

Shape

Taste

Major elements



川味爆炒辣子鸡块



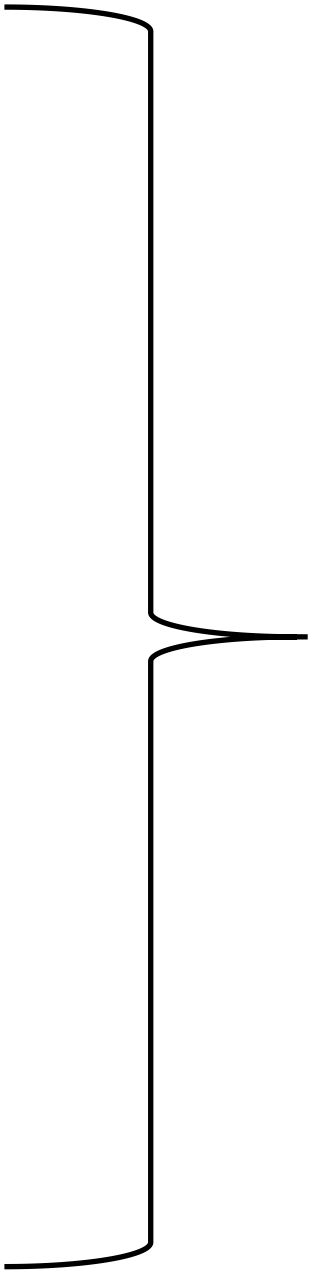
Ingredients

Place of origin

Cooking method

Shape

Taste



Major elements



川味爆炒辣子鸡块



Place of origin
+
Taste
+
Cooking methods
+
Ingredients
+
Shape
+
(Place of origin)

Sichuan spicy stir-fried chicken dices with chilies
Spicy stir-fried chicken dices with chilies in Sichuan style



Translation strategy I

Spicy stir-fried chicken cubes
with chilies in Sichuan style

Fact-telling dish names

Literal translation

Convey food information



宫保鸡丁



芙蓉鸡

Culture-loaded dish names



Chinese dishes recognized by foreigners



Kung Pao Chicken



Tofu



Wonton

Traditional Chinese dishes/dishes in Chinese festivals



Yuanxiao

Pinyin

Glutinous rice balls

Food information

Lantern festival, union

Cultural connotations





Translation strategy II

Kung Pao chicken

Chinese dishes recognized by foreigners

Transliteration

Pinyin/dialect

Yuanxiao, glutinous rice balls; a desert for
Chinese Lantern Festival, homophone for
family union

Traditional Chinese dishes

Dishes in Chinese festivals

Transliteration

+

Food information

+

Cultural connotations

Convey food information

Promote cultural exchanges



Chicken slices covered with egg-white

Lotus = metaphor

“Lotus chicken” ?



四喜丸子
Four joy balls?
Auspicious implications



佛跳墙
Buddha jumps over the wall?
Allusion/legend



Translation strategies III

Chicken slices covered with egg-white which appear as crystal clear as lotus

Dish names with

- **metaphors**
- **allusions**
- **auspicious implications**

Free translation

+

Annotations

Convey food information

**Explain the metaphors/allusions/
auspicious implications**

Chinese menu



八方宾客 (富贵八小碟)
大展宏图 (鲜莲子炖老鸭)
紧密合作 (杏仁大明虾)
共谋发展 (黑椒澳洲牛柳)
千秋盛世 (孜然烤羊排)

High-context culture

Cultural function



Western menu



Low-context culture

Informative function



Assignment I

Find out the dish names in this unit and analyze their translations



Scan the QR code on textbook to learn more about words/phrases related to cuisine



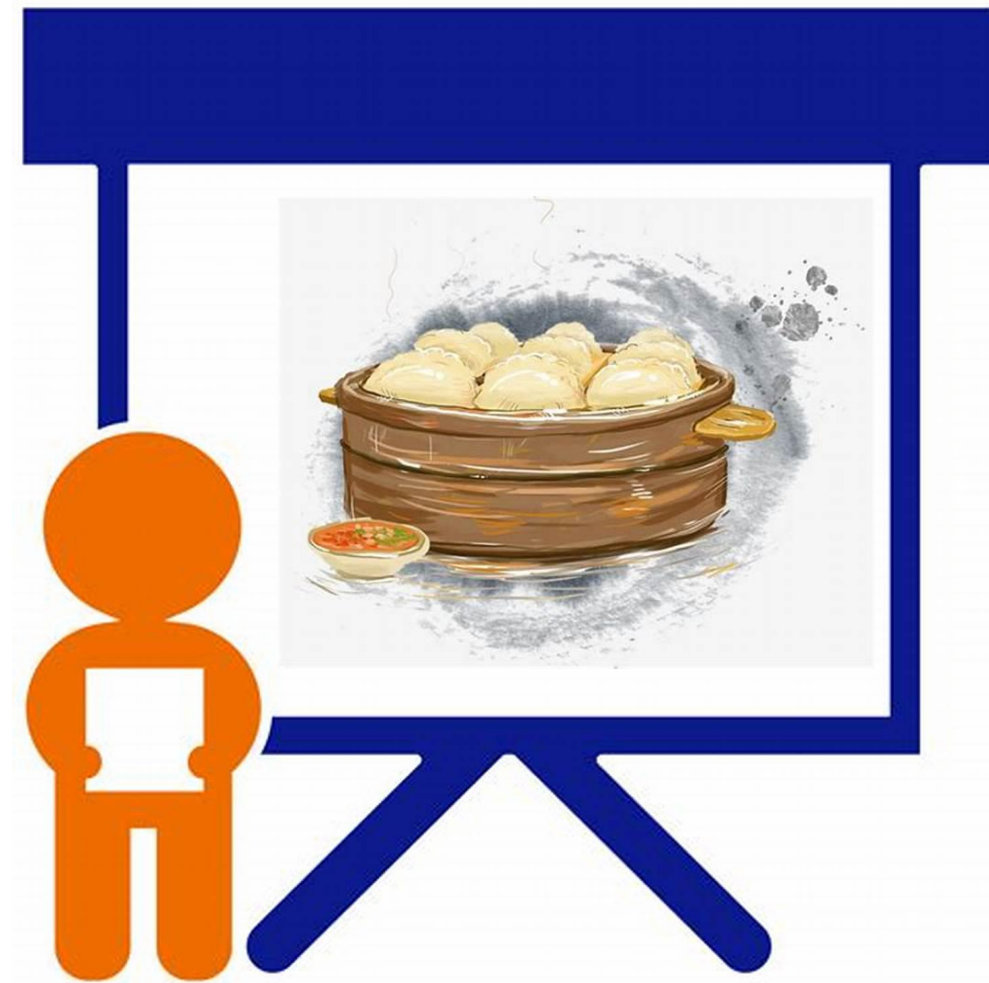


Assignment II

Translate the name of one of your local cuisines

Analyze your translation strategy

Present to the class





Thank you!