

MINISTRY OF EDUCATION AND TRAINING
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**AN INVESTIGATION INTO NAMES OF RESTAURANTS
 IN ENGLISH AND VIETNAMESE**

Field : The English Language

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**MASTER THESIS IN THE ENGLISH LANGUAGE
 (SUMMARY)**

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CHAPTER 1 INTRODUCTION

1.1. RATIONALE

Names in general and restaurant names in particular are said to be one of linguistic phenomena in daily life. Everyday, we can see a lot of restaurant names along the streets or on the advertisements. One thing we can realize from these names is that they are of a variety of structures, meanings and cultural aspects. Structurally, we can find names composed of numbers, e.g. *phở 24*, nouns, e.g. *nhà hàng San hô*, phrases, e.g. *nhà hàng Không Gian Xua*, an acronym, and so on. Besides, most of the names have meanings and bear some cultural value. For example, *nhà hàng Thăng Long* is named after a geographical name (*Thăng Long* is the old name of *Ha Noi Capital*). However, behind this name, there is a historical story about the event of transferring the capital from Đại La to Thăng Long by The King Lý Thái Tổ.

Additionally, due to across culture, there are some impressive similarities as well as differences in naming habits between different languages. As a language learner, we are wondering that if there are any similarities as well as differences between restaurant names in English and in Vietnamese. For these reasons, the researcher decided to deal with a research entitled “**An Investigation into Names of Restaurants in English and Vietnamese**”.

1.2. JUSTIFICATION OF THE STUDY

Restaurant name is one of linguistic phenomena in daily life. However, not many people understand how the names are structured,

what they mean as well as whether there are any interesting stories behind them. This research can help to answer part of these questions. Especially, with a comparison in the ways English and Vietnamese restaurants are created, the thesis is believed to be useful for learners of the two languages as well as those who are interested in such a linguistic phenomenon.

1.3. AIMS AND OBJECTIVES

1.3.1. Aims

- To clarify similarities and differences between restaurant names in English and those in Vietnamese in terms of linguistic and cultural features.

- To help language learners as well as those who take interest understand more about the habits of naming restaurants in the two cultures.

1.3.2. Objectives

- identifying the linguistic features as well as cultural features of restaurant names in English and in Vietnamese.

- analyzing restaurant names in English and Vietnamese and classifying them into sub-classes in terms of linguistic and cultural features.

- finding out the similarities and differences between restaurant names in English and Vietnamese in terms of linguistic and cultural features.

- suggesting some implications of the findings for the ways to create good restaurant names.

1.4. RESEARCH SCOPE

The study focuses on investigating linguistic and cultural features of restaurant names in English and Vietnamese. In terms of

linguistic features, we deal with analyzing structural, i.e. syntactic and morphological, features as well as semantic ones of restaurant names in English and Vietnamese; then, on the basis of analyzed semantic features, cultural features of these names are considered so that we can figure out the similarities and differences between them.

1.5. RESEARCH QUESTIONS

- What are structural features of restaurant names in English and Vietnamese?

- What are semantic and cultural features of restaurant names in English and Vietnamese?

- What are similarities and differences between restaurant names in English and Vietnamese in terms of structural and cultural features?

1.6. ORGANIZATION OF THE STUDY

The thesis consists of five chapters. Chapter 1 is *Introduction*. Chapter 2 is *Literature Review and Theoretical Background*. Chapter 3 is *Research Methodology*. Chapter 4 is *Findings and Discussion*. Chapter 5 is *Conclusions, Implications and Suggestions for further research beyond the limits of the study*.

CHAPTER 2 LITERATURE REVIEW & THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

It is said that names and cultural characteristics related to naming have an intrinsic fascination. Therefore, many specialized studies related to names have been undertaken.

- About names, there are studies such as “*Khởi danh 80 pháp*” by Trần Chân Quế and Châu Nguyệt Trân, “*Tính danh của người Việt*” by Nguyễn Hạnh, “*Văn hoá đặt tên*” by Vương Tuyên, etc, all mention principles and methods of naming people. “*Địa danh học Viet Nam*” by Le Trung Hoa discuss about how Vietnamese place names are made. Besides, there are a lot of English and Vietnamese articles discussing principles and methods of naming a business in general and a restaurant in particular.

- About culture, in “*Tìm về bản sắc văn hóa Việt Nam*”, Tran Ngoc Them investigates culture in general and Vietnamese culture in particular. Especially, the relationship between language and culture is presented by Nguyễn Đức Tồn in “*Đặc trưng văn hóa dân tộc của ngôn ngữ và tư duy*”.

- Besides, there are a lot of English and Vietnamese articles discussing principles and methods of naming a business in general and a restaurant in particular.

2.2. THEORETICAL BACKGROUND

2.2.1. Definitions of Terms Related to Name and Restaurant

2.2.1.1. Definition of Name

According to David Crystal, “*A name is a word or phrase that identifies a specific person, place or thing*” [13, p.112]

a) Personal names:

In both Britain and the USA, people usually have two or three names: a *first name*, a *middle name* and a *last name* in which first names and middle names are often chosen and the choice of names is influenced by fashion and there are no legal restrictions on the choice or number of a person’s first name. [19, p.596].

According to Nguyễn Văn Mười [26], a Vietnamese name

normally has three parts: a *family name*, a *middle name* and a *given name*. Vietnamese given names usually have meanings and parents often choose names for their children, which reflect their aspiration and ideals.

b) *Place names*:

Place names (known as *geographical names*) are names people give to their surroundings such as cities, towns, hills, rivers, etc. [19, p.680].

In Vietnamese, Lê Trung Hoa defines “*Địa danh là những từ hoặc ngữ, được dùng làm tên riêng của các địa hình thiên nhiên, các đơn vị hành chính, các vùng lãnh thổ và các công trình xây dựng thiên về không gian hai chiều.*” [4, p.17]

2.2.1.2. Definitions of restaurants and other related words

Restaurant can be defined as public place where meal can be bought and eaten. [19, p.772].

According to Wikipedia, the free encyclopedia [71], a restaurant is an establishment where food, drink, and desert are prepared and served to customers in return for money. Meals are generally served and eaten on premises, but many restaurants also offer take-out and food delivery services.

2.2.1.3. Definitions of ‘Nhà hàng’ in Vietnamese

a) *Nhà hàng*

Hoàng Phê defines ‘*Nhà hàng*’ as ‘*cửa hàng, hiệu ăn uống (thường là lớn)*’ [6]

b) *Quán*

‘*Quán*’ can be defined by Hoang Phe as a small house where things are sold.

2.2.1.4. Restaurant names

Up till now we have not found any definitions of restaurant name. However, from the definition of name in general and of place name in specific in 2.2.1.1, we can infer that restaurant names are names given to restaurants.

2.2.2. Word Class and Phrases

2.2.2.1. Word Class

Word class known as part of speech is ‘*a group of words which are similar in function*’ [30, p.407]

2.2.2.2. Phrases

a) *Noun Phrase*

According to Delahunty, G. & Garvey, J. [15] noun phrase is a phrase in which there is a main noun called the ‘*head*’. Generally, this head is sometimes preceded or followed by two different kinds of modifiers: *pre-modifiers* and *post-modifiers* as the following formula:

(Pre-modifier) + Head + (Post-modifier)
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In Vietnamese, a noun phrase can be defined as a phrase composed of a “*Đầu tố*” (Head), “*Tiền điều biến tố*” (Pre-modifier) which precedes the head and “*Hậu điều biến tố*” (Post-modifier) which follows the head [1], as in the following formula:

Tiền điều biến tố + Đầu tố + Hậu điều biến tố
--

b) *Preposition phrase*

In accordance with Delahunty and Garvey [15], a prepositional phrase consists of a preposition followed by a noun phrase as in the following form:

Preposition + Noun phrase

2.2.3. Morphology / Word Formation

2.2.3.1. Acronyms

Acronyms can be defined as words formed from the initial letters (or larger parts) of words that make up a descriptive phrase or a proper name. [29, p.1031-1032]

2.2.3.2. Clipping

Clipping is a process by which a new word is created by the subtraction of one or more syllables from a word, which is also available in its full form [29,p.1030]. There are two types of clippings: initial clipping and final clipping.

2.2.3.3. Blending

Blending can be defined as a special type of shortening where parts of words into new one word. In a blend, at least one of the elements is fragmentary when compared with its corresponding un-compounded word form. [29, p.448].

2.2.4. Semantics

In general, *Semantics* can be defined as the study of meaning in language. It is central to the study of communication. Semantics is usually concerned with the analysis of the meaning of words, phrases, or sentences, etc.

a) Denotation

The *denotation* can be defined as part of the meaning of a word or phrase that relates it to phenomena in the real world or in a fictional or possible world. In a meaning system, denotative meaning may be regarded as the “central” meaning or “core” meaning of a lexical item. [30, p.101]

b) Connotation

Connotations are additional meanings that a word or phrase has

beyond its central meaning, i.e. denotation . These meanings show people’s emotions and attitudes towards what the word or phrase refers to [30, p.101].

About the nature of the relation between the denotative meaning and the connotative meaning, Frank Parker & Kathryn Riley [27, p.225] state that two words may have a similar denotation but quite different connotations.

It can be concluded that the connotation may be shared by a group of people of the same cultural or social background, sex, age; [30]

2.2.4.2. Semantic fields

A semantic field is “*the organization of related words and expressions into a system which shows their relationship to one another*” [30, p.53]

A *semantic field* (known as *lexical field*) can be defined by Finnegan [16] as a set of words with identifiable semantic affinities

2.2.5. Language and Culture

2.2.5.1. Definition of Culture

According to Levine and Adel man (1993), culture is a shared background (for example, national, ethnic, religious) resulting from a common language and communication style, customs, beliefs, attitudes and values. [23]

2.2.5.2. Basic Characteristics and Functions of Cultures

In terms of culture, Trần Ngọc Thêm (2001) [10] clarifies four basic characteristics of culture: systematicity, value-base, humanness, and historical spreading which lead to four equivalent functions: society-organizing, society-adjusting, communicating, and educating.

2.2.5.3. Cross-culture

According to Wikipedia, the free encyclopedia [47], cross culture is a comparison of a culture with one or more other cultures with the aim at providing detailed information about the development of others in their own cultures and compare this development across cultures. The comparison looks at not only what is different between the cultures, but also what is similar or universal among them.

2.2.5.4. The Relationship between Language and Culture

Language and culture are closely related and language shapes the worldview of its speaker, as Kramsch [21] comments, language is the principal means whereby we conduct our social lives or language is the product of culture as well as a medium that records other cultural phenomena. Hence, language and culture can not exist without each other, and language studying is inseparable from culture studying.

CHAPTER 3

METHODOLOGY AND PROCEDURES

3.1. RESEARCH METHODOLOGY

3.1.1. Approach

This is a descriptive and qualitative study combined with a contrastive analysis.

3.1.2. Data Collection

The data of this thesis are mainly collected from the Internet. The English data is taken mainly in Britain and the United States from these web sites:

- *Online Restaurants: A – Z – RESTAURANT.COM*

[http://www.restaurant.com/a_z_index.xhtml/]

- *Restaurant search – Find a local restaurant.*

[http://www.allthefood.com/advanced_search_result.php?]

- *Restaurant Search – Online Restaurant ping Directory.*

[<http://www.restaurantsearch.com/index.htm/>]

- *Restaurant in USA. Business directory.*

[<http://www.restaurantinusa.com/>]

The Vietnamese data is taken mainly in three big cities in Vietnam: Hà Nội, Đà Nẵng and Hồ Chí Minh City from the following websites:

- [<http://60s.com.vn/V-monan-HN.aspx>]

- [<http://60s.com.vn/V-monan-Saigon.aspx>]

- [<http://60s.com.vn/V-monan-DN.aspx>]

3.1.3. Data Analysis

After being selected for ready reference, restaurant names are then analyzed and categorized in accordance with particular features of structure, semantic and culture.

3.2. RESEARCH PROCEDURE

- Studying the related materials thoroughly to have an overview of the subject matter of the study.

- Collecting restaurant names in English and Vietnamese from websites.

- Analyzing the names collected in terms of structural, semantic and cultural features.

- Classifying the names into categories depending on their similar structural, semantic and cultural features.

- Making comparisons between English and Vietnamese names of restaurants to find out their similarities and differences.

- Discussing the similarities and differences between English and Vietnamese names of restaurants as the findings of the research and explaining the factors affecting the similarities and differences between them.

- Drawing conclusions on structural, semantic and cultural similarities and differences of restaurant names in English and Vietnamese.

CHAPTER 4 FINDINGS AND DISCUSSION

4.1. STRUCTURAL FEATURES OF RESTAURANT NAMES IN ENGLISH AND VIETNAMESE

4.1.1. Structural Features of Restaurant Names in English

4.1.1.1. Syntactic Features of Restaurant Names in English

Syntactically, restaurant names in English are mainly in forms of noun phrases of various syntactic patterns.

a. Restaurant names composed of the head only

(1) *Atmosphere*

(2) *The Cooker*

(3) *Harry & Sons*

b. Restaurant Names Composed of Pre-modifier(s) plus the Head

Restaurant names in English can be structured by *a head* which is pre-modified by an adjective, a (common or proper) noun, a possessive's, a noun phrase, or a preposition phrase.

(4) *Big Easy Restaurant*

(5) *City Garden*

(6) *Texas Roadhouse*

(7) *Houston's Restaurant*

(8) *Black Bear Diners*

(9) *In n Out Burger*

c. Restaurant Names Composed of the Head plus Post-modifier(s)

The structure of restaurant names in English can be found in form of noun phrases which is composed of a head post-modified by a preposition phrase, an adjective.

(10) *Café at the corner*

(11) *Brinker International*

d. Restaurant Names Composed of the Head plus Multiple Modifiers

(12) *Carsons Restaurant Worldwide*

(13) *Ryan's Grill, Buffet and Bakery*

4.1.1.2. Morphological Features of Restaurant Names in English

Morphologically, restaurant names in English can found in forms of numbers, acronyms, clippings, blending, and their variations.

+ Numbers

(14) *24 SEVEN*

- Noun + number

(15) *Café 400*

- Number + noun

(16) *1415 Bar & Grill*

+ *Acronym*

(17) **KFC**

+ *Clipping*

- Noun + final clipping

(18) *New York Deli*

- Initial clipping + Noun

(19) **Burger King**

+ *Blending*

(20) **Brunch**

4.1.2. Structural Features of Restaurant Names in Vietnamese

4.1.2.1. Syntactic Features of Restaurant Names in Vietnamese

a. Head + post-modifier

+ Nouns as post-modifiers to the head

(21) *Nhà hàng Thặng Long*

+ Adjectives as post-modifiers to the head

(22) *Quán Ngon*

+ Ver/Verb phrase as post-modifier to the head

(23) *Nhà hàng Ăn va Nói*

+ Noun phrase as post-modifier to the head

(24) *Quán Không Gian Xưa*

b. Pre-modifier + Head

(25) *Ba Mẫu Quán*

(26) *An Lạc Quán*

4.1.2.2. Morphological Features of Restaurant Names in Vietnamese

+ We can find a lot of restaurant names in Vietnamese including cardinal numbers. For example:

(27) *Phở 24*

Table 4.1: Structural features of restaurant names in English and in Vietnamese

Structural features of restaurant names			In English	In Vietnamese
Syntactic Features of Restaurant names	Head only	Single noun	+	-
		Combination: Noun + Noun	+	-
	Pre-modifier + Head	Noun as Pre-modifier	+	+
		Adjective as Pre-modifier	+	+
		Possessive N. Phrase as Pre-modifier	+	-
		Noun Phrase as Pre-modifier	+	-
		Preposition Phrase as Pre-modifier	+	-
		Head + Post-modifier	Noun as Post-modifier	+
	Adjective as Post-modifier		+	+
	Verb/ V.Phrase as Post-modifier		-	+
	Noun Phrase as Post-modifier		+	+
	Prepositional Phrase as Post-modifier		+	-
	Pre-modifier + Head + Post-modifier		+	-
Morphological Features of Restaurant Names	Number and its variations		+	+
	Acronym and its variations		+	-
	Clipping and its variations		+	-
	Blending		+	-

4.1.3. Structural Similarities and Differences between Restaurant Names in English and in Vietnamese

4.1.3.1. Similarities

In terms of syntactic features, the following syntactic structures can be found in restaurants names in English and in Vietnamese:

- Noun + Head
- Adjective + Head
- Head + Noun
- Head + Adjective
- Head + Noun Phrase

In terms of morphological features, both restaurant names in English and in Vietnamese can include cardinal numbers.

4.1.3.2. Differences

There are some syntactic differences between names of restaurants in English and in Vietnamese as follows:

- Firstly, nouns as the structure of restaurant names which can be found in our data in English are not found in Vietnamese.
- Secondly, the syntactic structure 'Pre-modifier + Head + Post-modifier' can be found only in restaurant names in English
- Thirdly, the structures 'noun phrase + head', 'head + preposition phrase' can be found in the structures of restaurant names in English.
- Finally, the structure 'head + verb / verb phrase' can be found only in restaurant names in Vietnamese.

With reference to morphological features, the acronyms as well as the clipping and blending forms which are not found in restaurant names in Vietnamese can be found in restaurant names in English.

4.2. SEMANTIC AND CULTURAL FEATURES OF RESTAURANT

4.2.1. Semantic and Cultural Features of Restaurant Names in English

4.2.1.1. Restaurants Named after personal names

(27) *Mc Donald's*

4.2.1.2. Restaurants Named after place names

(28) *Café at the corner*

(29) *Houston Restaurant*

4.2.1.3. Restaurants Named after kinds of food served

(30) *Inland Seafood*

4.2.1.4. Restaurants Named after Styles of Services

+ In terms of *style of service*, restaurants fall into two main categories: *table service* and *counter service*

(31) *Red Robin Restaurant* (table service)

(32) *Black's Fast-food* (counter service)

+ In term of style of cookery or cuisine, there is a diversity in styles of cooking food from different countries in the world:

(33) *Don Pablo's Mexican Kitchen*

(34) *Good Luck Chinese Restaurant*

(35) *Maria's Italian Kitchen*

4.2.1.5. Restaurants Named after Historical Events

(36) *Trafalgar Tavern*

4.2.1.6. Restaurants Named after National Symbols

(37) *Red Lion*

4.2.1.7. Restaurants Named after Literature and Art

(38) *Sherlock Holmes*

4.2.1.8. Restaurants Named after Myths and Legends

(39) *Robin Hood*

4.2.1.9. Restaurants Named after Words Related to the

Royalty

(40) *Princess of Wales*

4.2.1.10. Restaurants Named after Sports and Games

(41) *Hand and Racquet*

(42) *Bat and Ball*

4.2.1.11. Restaurants Named after Means of Transportation

(43) *Flying Boat*

4.2.1.12. Restaurants Named after Symbolized Objects or

Theme

(44) *Copper Kettle*

4.2.1.13. Restaurants Named after Colors

(45) *Blue Door Restaurant*

4.2.1.14. Restaurants Named after Flowers, Plants or

Animals

(46) *Café Sunflower*

(47) *Oak Steakhouse Restaurant*

(48) *Red Robin Restaurant*

4.2.1.15. Restaurants Named after Natural Phenomena

(49) *Rainbow deli*

4.2.1.16. Restaurants Named after Good Messages

(51) *Fresh n' Tasty*

(52) *1st Avenue Deli*

4.2.2. Semantic and Cultural Features of Restaurant Names in Vietnamese

4.2.2.1. Restaurants Named after personal names

(53) *Phở Thìn*

(54) *Nhà hàng Đình Bá Châu*

(55) *Nhà hàng Tâm*

4.2.2.2. Restaurants Named after Locations and Place names

(56) *Phở Lý Quốc Sư*

(57) *Ba Mẫu Quán*

4.2.2.3. Restaurants Named after Words Related to Food and Cuisine

(58) *Nhà hàng Cơm Việt Nam*

4.2.2.4. Restaurants Named after Styles of Services

+ In terms of the atmosphere and style of service, Vietnamese restaurants fall into two main categories: *formal* and *casual*.

(59) *Quán ăn Việt Tùng* (casual)

(60) *Tiệm cơm Trường Giang* (casual)

(61) *Nhà hàng Sen* (formal)

4.2.2.5. Restaurants Named after Historical Events

(62) *Nhà hàng Thăng Long*

4.2.2.6. Restaurants Named after Cultural Symbols

(63) *Nhà hàng Trống Đông Sơn*

(64) *Nhà hàng Tre Xanh*

4.2.2.7. Restaurants Named after Myths and Legends

(65) *Nhà hàng Trầu Cau*

4.2.2.8. Restaurants Named after Good Messages

(66) *Nhà hàng Điểm Hẹn*

4.2.2.9. Restaurants Named after Names of Flowers, Plants or Animals

(67) *Nhà hàng Hoa Mai*

(68) *Nhà hàng Hoa Đào*

4.2.2.10. Restaurants Named after Natural Phenomena

(69) *Nhà hàng Gió Bắc*

(70) *Nhà hàng Mây Ngàn Phương*

4.2.2.11. Restaurants Named after colors

(71) *Nhà hàng Xanh và Trắng*

4.2.2.12. Restaurants Named after Official Names of the Country

(72) *Nhà hàng Đại Việt*

Table 4.2: Semantic and Cultural Features of Restaurant Names in English and in Vietnamese

Semantic and cultural Features of Restaurant Names		In English	In Vietnamese
1	Names after types of restaurants	+	+
2	Names after personal names	+	+
3	Names after place names	+	+
4	Names after words related to food and cuisine	+	+
5	Names after historical events	+	+
6	Names related to literature and art	+	-
7	Names after myths and legends	+	+
8	Names after cultural symbols	+	+
9	Names related to sports and games	+	-

10	Names after titles related to Royalty	+	-
11	Names after means of transport	+	-
12	Names after objects symbolized as themes	+	+
13	Names including colors	+	+
14	Names after flowers, plants or animals	+	+
15	Names after natural phenomena	+	+
16	Names after good messages	+	+
17	Names after official names of the country in the history	-	+

4.2.3. Semantic and Cultural Similarities and Differences between restaurant names in English and in Vietnamese

With regard to cultural similarities, we can see that both restaurant names in English and in Vietnamese have some similar features. These similarities can be explained that in the flow of integration, nations in the world have the tendency to be identical in many aspects of life especially in culture in which the fashion of naming things or persons is not an exception.

Excluding the cultural similarities of restaurant names in English and in Vietnamese, their cultural differences can be drawn in the following points:

Firstly, names related to literature and art, sports and games, means of transports can be found only in our English data.

Secondly, restaurants which are named after official names of the country can be seen only in the data of Vietnamese.

CHAPTER 5

CONCLUSION - IMPLICATIONS - LIMITATIONS AND RECOMMENDATION

5.1. CONCLUSION

From structural similarities and differences presented above, we can conclude that the structural features found in restaurant names in English are more various than those in Vietnamese.

5.1.1. Structural Similarities and Differences

In terms of syntactic similarities, we realize that restaurant names in both language are in form of noun phrases of various syntactic structures as presented in 4.1.3

However, noun phrases of restaurant names in English tend to include a head a lone or, a head with either a pre-modifier or a post modifier or both; where as Vietnamese restaurant names include a head with just a post- modifier, sometimes with a pre-modifier. The structure 'pre-modifier + head + post-modifier cannot be found in Vietnamese data.

With reference to morphological features, both restaurant names in English and in Vietnamese can include cardinal numbers and acronyms; while the clipping and blending forms which are not found in restaurant names in Vietnamese can be found in restaurant names in English.

From structural similarities and differences presented above, we can conclude that the structural features found in restaurant names in English are more various than those in Vietnamese

5.1.2. Semantic and Cultural Similarities and Differences

In considering semantic and cultural features, we can conclude

that restaurant names in English and in Vietnamese are named similarly in many points. Both names in Vietnamese and in English can reveal some information about the restaurants such as locations, restaurant types, cooking styles, food types, owner's names. This is due to the fact that the features mentioned above are important and should be included in a restaurant name so that customer can easily find the restaurant they need.

Besides, we can see that names in both cultures share the same cultural features related to history-culture and nature. These similarities can be explained that in the flow of integration, nations in the world have the tendency to be identical in many aspects of life especially in culture in which the fashion of naming things or persons is not an exception.

Besides, restaurant names related to literature and art, and sport and games which can be found in our English data are not found in our data in Vietnamese.

Some restaurants in Vietnam are named after official names of the country in the history which mark periods of the nation's development; while this way of naming cannot be seen in our data in English.

To sum up, above is our conclusion on similarities and differences between restaurant names in English and in Vietnamese in terms of cultural as well as semantic and cultural features.

5.2. IMPLICATIONS

To some extent, this thesis will helpful for learners of English who are interested in structural features and cultural ones of restaurant names in English in comparison with those in Vietnamese.

Furthermore, it also gives some suggestions on how to choose a suitable restaurant name.

5.2.1. For Learners of English

The result of the study may be beneficial to learners of English. The contrastive analysis will offer them a good insight to get involved in structural and cultural features of English and Vietnamese restaurant names. Structurally, this thesis helps English learners to learn and know more about different English and Vietnamese structures in general and in restaurant names in particular. Culturally, the findings of the research will help them appreciate the typical cultural features of Vietnam as well as of other major English-speaking countries.

5.2.2. For Restaurants' Owners and Name Developers

The most important purpose of restaurant names is to attract customers to the restaurants. Therefore, thoughtful consideration should be given when choosing a restaurant name.

First, a name should convey specific information to the public.

Second, it should be easy to remember.

Third, it should contain some cultural value, i.e., it should contain an interesting story behind so that it can attract curiosity from customers.

5.3. LIMITATION

Due to limitation of time, data collected as well as the shortage of references, the topic under study may not have been thoroughly discussed as it should be.

Firstly, the data collected for the study analysis mainly through internet searching cannot reflect an overview picture of restaurant names.

Secondly, we don't have chance to interview the owners of these names about their real ideas when coming up with these names. As a result there are certainly some other cultural features of restaurant names, especially in English, that the research has not covered.

With those difficulties and limitation of personal ability, data collection and sources of materials related to the subject under investigation, there are certain weaknesses which are inevitable. Therefore, we would be very delighted to those who give any comment, advice and adjustment to make this paper more fulfilled, diversified and perfect.

5.4. RECOMMENDATION

The limit of time and limitation of reference resources have influenced partly over the result of the thesis. It has not completed yet and need further study on other fields. Further research should be put on structural and cultural features of shop names in English and Vietnamese.