

**MINISTRY OF EDUCATION AND TRAINING
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**AN INVESTIGATION INTO LINGUISTIC
FEATURES OF NAMES OF FOOD AND
DRINKS IN RESTAURANT MENUS IN
HOI AN ANCIENT TOWN IN
VIETNAMESE AND ENGLISH**

Field: The English Language
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(A SUMMARY)

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CHAPTER 1 INTRODUCTION

1.1. RATIONALE

It can be seen that Viet Nam is not only rapidly progressing economic development and educational standard, but also improving cultural relations with many other countries in the world. Thus, the use of English has become an important requirement for Vietnamese people who wish to deal with English speaker as well as people from other countries who have English as a second language.

More importantly, tourism now plays an important role in social development of Viet Nam. It means that more and more foreigners pay a visit to Viet Nam, they would like to spend their holidays and Hoi An ancient town is one of the most interesting place in Viet Nam. They often go to restaurants, bars, coffee shops... There is potential for many situations to arise whereby guests of different cultural backgrounds could upset each other without intent due to an incomplete understanding of cultural more.

As a language learner, we are usually interested in linguistic phenomena occurring in our daily life and name of food and drinks are not an exception. We are wondering whether there are any similarities as well as differences in the naming food and drinks in English and Vietnamese culture.

Moreover in the developing process of Hoi An tourism, how to use English effectively is a challenge to people of Hoi An who involved in tourism, especially to waiters and waitresses who serve in restaurants. So this research is entitled: *"An Investigation into Linguistic Features of Names of Food and Drinks in Restaurant Menus in Hoi An Ancient Town in Vietnamese and English"*.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

This study is expected to investigate linguistic and cultural features of names of food and drinks in Vietnamese and in English so that we can clarify similarities and differences in the way that restaurateurs in Hoi An Ancient Town name food and drinks. Moreover the study help people who serve in restaurants in minimizing misunderstand between the two cultures in communication, particularly in ordering in restaurants, bars, coffee shops,... Especially, the study is expected to strengthen the Vietnamese awareness of learning English in order to improve their skills to make a menu and give some suggestions.

1.2.2. Objectives

- Identify the linguistic features as well as cultural features of the name of food and drinks in Vietnamese and English.
- Find out the similarities and differences between the name of food and drinks in Vietnamese and English in terms of linguistic and cultural features
- Make some suggestions for successfully designing a menu.

1.3. SIGNIFICANCE OF THE STUDY

This study concentrates on the most important purpose that is to improve the use of English in restaurants, bars, coffee shops for ordering so that can achieve communication goals effectively.

1.4. RESEARCH SCOPE

Because of the limitation of time and the ability of our own, we focus mainly on studying the use of English in restaurants in Hoi An Ancient Town in naming food and drinks. The basic of linguistic

and cultural features of these names are consider so that we can figure out the similarities and the differences between them.

1.5 RESEARCH QUESTIONS

1. What are the similarities and the differences between the names of food and drinks in Vietnamese and English?
2. What are the linguistic and cultural features of the names of food and drinks in Vietnamese and English?
3. What are the implications when the names of food and drinks get translated into English?

1.6. ORGANIZATION OF THE STUDY

Chapter one: Introduction

Chapter two: Literature Review and Theoretical Background

Chapter three: Methods and procedures

Chapter four: Findings and Discussion

Chapter five: Conclusion and Implications

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. LITERATURE REVIEW

There are many specialized studies related to names have been undertaken.

Nguyễn Đức Tồn (2008), in "*Đặc trưng văn hoá dân tộc của ngôn ngữ và tư duy*". About personal names, in the book entitled "*Khởi danh 80 pháp*" by Trần Chân Quế and Châu Nguyệt Trân, and in "*Tính danh của người Việt*" by Nguyễn Hạnh, methods of naming person as well as things that should be avoided are introduced.

With regard to Vietnamese culture, Nguyễn Chí Bền et al. (2006) discuss the cultural features of Viet Nam such as Đông Sơn

culture and Vietnamese community culture, as well as some major functions of culture such as education and entertainment. Besides, Nguyễn Quang [9, p.23-26] in his book "*Giao tiếp phi ngôn từ qua các nền văn hóa*" mentions six typical characteristics of culture, Nguyễn Văn Mười (1999) provides us with Vietnam's culture consisting of Vietnamese names, the traditional áo dài, traditional musical instruments and so on. Then, Trần Ngọc Thêm (2001) investigates culture in general and Vietnamese culture in particular.

However, as far as i know, there have not been any works related to the linguistic and cultural features of names of food and drinks in Vietnamese and English.

2.2. THEORETICAL BACKGROUND

2.2.1. Definition of terms

2.2.1.1. Definition of Names

2.2.1.2. Definition of food and drinks

2.2.1.3. Some Vietnamese cooking techniques

2.2.1.4. The differences between Vietnamese cuisine and English cuisine

2.2.2. Word Class and Phrases

2.2.2.1. Word Class

Word class, traditionally named as parts of speech, is categorized as closed-system items and open-system ones. Closed-system items consist of function words such as articles, demonstratives, pronouns, prepositions, conjunctions and interjections that are rarely created for communicative purposes; otherwise open-system items are composed of lexical words such as nouns, verbs, adjectives and adverbs that are normally invented for the requirement of communication.

2.2.2.2. Phrases

a. Noun Phrase

According to Delahunty G. & Garvey J. [21, p.181], noun phrase is a phrase in which there is a main noun named the “head”. The noun phrase function formula can be summarized as follows:

(Pre-modifier) + Head + (Post-modifier)

Delahunty G. & Garvey J. [21, p.181] state that a noun phrase must contain a head noun with or without modifiers.

In Vietnamese, Diệp Quang Ban (2004) states that a noun phrase is 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. The structure of a noun phrase can be summarized in the following formula:

Tiền điều biến tố + Đầu tố + Hậu điều biến tố
(Pre-modifier) (Head) (Post-modifier)

b. Verb Phrase

Delahunty G. & Garvey J. [21, p.191] clarify that verb phrase has one prominent purpose in life: to function as predicates along with subjects and thus to form clauses. And they show the verb phrase functional formula as follows:

(Auxiliary) + Head + (Object(s)/Complement) + (Modifier)

With reference to Diệp Quang Ban’s statement [2004], a Vietnamese verb phrase consists of three parts: “*phần đầu*” (*operator*), “*phần trung tâm*” (*head*) and “*phần cuối*” (*object/complement*) which are shown in the following formula:

Phần đầu + Phần trung tâm + Phần cuối
(Operator) (Head) (Object/Complement)

c. Prepositional Phrase

In accordance with Delahunty and Garvey’s statement, a prepositional phrase consists of a preposition followed by a noun phrase [21, p.177]. Therefore, we can summarize the functional formula of the prepositional phrase as follows:

Preposition + Noun phrase

2.2.3. Morphological Features

2.2.3.1. Acronyms

In reference to acronyms, Quirk R. et al [34, p.1031-1032] state that acronyms are words formed from the initial letters of words that make up a descriptive phrase or a proper name.

2.2.3.2. Clipping

According to Quirk R. et al [34, p.1030], clipping is a process in 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.

2.2.4. Culture and Language

2.2.4.1. Definition of Culture

According to “*Longman Dictionary of Language Teaching & Applied Linguistics*”, culture is the total set of beliefs, attitudes, customs, behavior, social habits, etc. of the members of a particular society [35, p.94].

Trần Ngọc Thêm [14, p.13] states that culture is a system of material and spiritual values which are created by people and are accumulated through practical activities in the interaction between people and their natural and social environments.

2.2.4.2. Basic Characteristics and Functions of Culture

According to Trần Ngọc Thêm [59], culture is identified through four typical characteristics: systematicity, value-base, humanness and historical spreading.

2.2.4.3. *Cross-culture*

2.2.4.4. *The Relationship between Culture and Language*

CHAPTER 3

METHODS AND PROCEDURES

3.1. METHODS OF THE STUDY

Firstly, the collected data are described and analyzed to find out structural and cultural features of names. Secondly, with the qualitative approach, the results from the data analysis and description are classified into categories according to their similar structural and cultural features, which support the discussion section. Thirdly, the quantitative method is designed for the frequency of the structure of names. Finally, the contrastive method is applied to find out the similarities and differences of names in terms of structural features and cultural features.

3.3.1. Data collection

In order to carry out this study, we have collected 600 names of food and drinks in Vietnamese and in English for investigation.

3.3.2. Data analysis

Firstly, the data of each language is analyzed to identify their structural and cultural feature. Secondly, the analyzed data are grouped into categories according to their structural, and cultural features for each language. Finally, based on the results, a comparison will be carried out so that similarities and differences are clarified for the discussion section.

3.2. Research Procedures

- Study the related materials thoroughly to have an overview of the subject matter and to choose the suitable theoretical viewpoints which will lay the foundation of the study.

- Collect 600 names of food and drinks in Vietnamese and in English. Vietnamese is chosen as the source language.
- Analyze their linguistic and cultural features and then classify the names into categories based on their common linguistic features.
- Compare the names in Vietnamese and in English and identify their similarities and differences.
- Discuss the similarities and differences between Vietnamese and English names and then point out some errors in translating names from Vietnamese into English and give some suggested translation
- Draw a conclusion on linguistic and cultural similarities and differences.
- Point out some errors in translating names from Vietnamese into English and give some suggested translation.
- Suggest some improvements for learning English and for designing a menu in English.

CHAPTER 4

FINDINGS AND DISCUSSIONS

4.1. THE STRUCTURAL FEATURES OF NAMES OF FOOD AND DRINKS IN VIETNAMESE AND ENGLISH

4.1.1. Structural Features of Names of Food and Drinks in Vietnamese

4.1.1.1. Syntactic Features of Names of Food and Drinks in Vietnamese

a. Names of Food and Drinks Composed of the Head only

In our collected data, we can find that many names of food and drinks in Vietnamese consist of a noun only.

For example: [V150.]Pho, [V1.]Cao Lau

b. Names of Food and Drinks Composed of the Head plus Post-modifier(s)

+ Noun as post - modifiers

Let's consider the following examples: [V87.] Cháo gà, [V170.] Súp cua

+ Adjectives as post - modifiers

Syntactically, an adjective following the head functioning as post - modifier can be found in many food and drinks names in Vietnamese.

For example: [V71.] Canh chua, [V272.] Bia tươi

+ Verbs as Post - modifiers

Many food and drinks names in Vietnamese are in form of a head noun plus a verb as a post - modifier.

For example: [V160.] Rau luộc, [V245] Trứng chiên

+ Noun phrases as post - modifiers

In our collected data, many food and drinks names in Vietnamese are formed by a head noun which is post modified by a noun phrase.

For example: [V64.] Canh cua đồng

+ Verb phrases as Post - modifiers

For example: [V58.] Cá chiên sốt cà chua

Syntactically, in Vietnamese the head noun in a noun phrase is post-modified by a noun or noun phrase, an adjective or adjective phrase, a verb or a verb phrase. Especially, in Vietnamese names of food and drinks, a noun phrase is mainly post-modified by a verb or a verb phrase.

4.1.1.2 Morphological Features of Names of Food and Drinks in Vietnamese

+ Acronym can be found as the morphological feature of names of food and drinks.

For example: [V,E205.] KFC

In Hoian Ancient Town, there are many restaurants serve this dish so the name KFC is not changed.

+ Clipping may be found as the structure of names of food and drinks in the following example:

[V,E275.] Coca from "Coca - Cola", [V,E26.] Burger from "Hamburger"

Table 4.1: Frequency of the Structural Features of Names of Food and Drinks in Vietnamese

Structural Features of the names of food and drinks in Vietnamese			Occurrence	Percentage (%)
Syntactic Features of the names of food and drinks	Noun or Noun Phrase	Head Noun + 0	20	6.7
		Head Noun + Noun(s)	80	26.7
		Head Noun + Noun Phrase	26	8.7
		Head Noun + Adjective	14	4.7
	Verb or Verb phrase	Head Noun + Verb	24	8.0
		Head Noun + Verb phrase	133	44.3

Morphological Features of names of food and drinks	Acronym	1	0.3
	Clipping	2	0.6
Total		300	100

4.1.2. Structural Features of Food and Drinks Names in English

4.1.2.1. Syntactic Features of Food and Drinks Names in English

a. Food and Drinks Names Composed of the Head only

In our English collected data, we can find some English names consist of a noun functioning as the head noun without a modifier. Most of these are names Vietnamese specialities. The formation can be presented as follows:

For example: [E150.] Pho, [E1.] Cao lau

b. Food and Drinks Names Composed of Pre - modifier(s) plus a Head

+ Noun as pre - modifiers

[E100.] Yangzhou fried rice, [E170.]Crab soup

As we can see these above names, the head noun "soup" is pre-modified by a noun "crab" which is name of a sea creature in [E170.]; while in [E100] the place name "Yangzhou", which is name of a city of China functions as the pre - modifier to the head noun "rice".

+ Noun phrases as pre - modifiers

[E110] Well - done seafood hotpot

In this above mentioned name, the head noun " hotpot" is preceded by another noun phrase "well - done seafood" functioning as the pre-modifier which consists of the noun "seafood" as the head and its pre - modifier "well - done".

+ Adjectives as pre - modifiers

For example: [E71.] Sour soup, [E4.] Fried wonton

These above name are composed of a head noun "soup", "wonton" which are pre - modified by adjective "sour", "fried".

+ Adjective phrases as pre - modifiers

For example: [E42.] Sauted sweet sour beef

As we can see these names on [E42.], the head noun "beef" is pre - modified by an adjective phrase "sauted sweet sour" functioning as the pre - modifier wich consists of the adjective "sour" as the head and its pre - modifier "sweet".

c. Food and drinks names Composed of the Head plus Post - modifier(s)

In reference to noun phrase as the structure of names of food and drinks in English, we can find that the post - modifier to the head can be in form of a preposition phrase. The formation can be presented as follows:

For example: [E264.] Squid salad by Chaozhou Style, [E74.] Steamed spring rolls by Đông An style

d. Food and drinks names Composed of the Head plus Multiple modifiers

Actually, noun phrases as the structures of some food and drinks names in English can be formed by a head with multiple modifications; that is the head can have more than one modifier.

For example: [E249] Banana flower salad with dried shrimp,
[E] Stir - fried French bean with fresh mushroom

4.1.2.2. Morphological features of Food and Drink Names in English

+ Acronym is the name for a word from the first letters of each word in a series of words. Acronym can be found as the morphological feature of food and drinks names in English.

For example: [V,E205.] KFC

+ Clipping may be found as the structure of names of food and drinks in two languages as in [4.1.1.2]

The following example: [V,E275.] Coca from "Coca - Cola",
[V,E26.] Burger from "Hamburger"

Table 4.2: Frequency of the Structural Features of Names of Food and Drinks in English

Structural Features of the names of food and drinks in English		Occurrence	Percentage (%)
Syntactic Features of the names of food and drinks	Noun or Noun Phrase	Head Noun + 0	12 4.0
		Noun + Head Noun	52 17.3
		Noun Phrase + Head Noun	9 3.0
		Adjective + Head Noun	38 12.7
		Adjective phrase + Head Noun	33 11.0

		Pre-modifier + Head Noun + Post-modifier	147	49.0
	Prepositional phrase	Head Noun + Prepositional phrase	6	2.0
of food and drinks	Morphological Features of names	Acronym	1	0.3
		Clipping	2	0.7
Total			300	100

Table 4.3: Structural Features of Names of Food and Drinks in Vietnamese and English

			In Vietnamese	In English		
Syntactic Features of Names of Food and Drinks	Noun Phrases	Head	Single noun	+	-	
			Combination: Noun + Noun	+	+	
		Pre - modifier + Head	Noun as Pre - modifier	-	+	
			Adjective as Pre - modifier	-	+	
			Noun phrase as Pre - modifier	-	+	
			Adjective phrase as Pre - modifier	-	+	
		Head + post - modifier	Noun as post - modifier	+	-	
			Adjective as post - modifier	+	-	
			Verb as post - modifier	+	-	
			Noun phrase as post - modifier	+	-	
			Adjective phrase as post - modifier	+	-	
			Verb phrase as post - modifier	+	-	
			Prepositional phrase as post - modifier	-	+	
		Pre - modifier + Head + Post -			-	+

		modifier		
Drinks	Morphological Features of Names of Food and	Acronym and its variations	+	+
		Clipping and its variations	+	+

4.1.3. Structural Similarities and Differences between Food and Drinks Names in Vietnamese and in English

4.1.3.1. Similarities

In term of the syntax features, we can realize that names of food and drinks in Vietnamese are similar to those in English in form of noun phrases as their structure which are composed of the head modified by a pre - modifier or post-modifier consisting of a noun, a noun phrase, an adjective, an adjective phrase, a verb, a verb phrase.

In other word, the syntactic structures can be found in names of food and drinks in Vietnamese and in English as follows:

Head + Noun [V] = Noun + Head [E]

Head + Noun Phrase [V] = Noun Phrase + Head [E]

Head + Adjective [V] = Adjective + Head [E]

Head + Adjective Phrase [V] = Adjective Phrase + Head [E]

4.1.3.2. Differences

Firstly, the structure of noun phrases as a combination of a head noun and a verb or verb phrases are syntactically the highest frequency structure in Vietnamese names of food and drinks (52.3%) and the structure of noun phrase as a combination of a pre-modifier

plus a head noun plus a post-modifier are the highest frequency structure in English ones(49.0%).

Secondly, with reference to modifications to the head noun, noun phrase as pre-modifier and preposition phrases as post-modifier to the head which can be found in the structures of names of food and drinks in English are not found in those in Vietnamese; on the other hand, the structures of verb or verb phrase as a post-modifier to the head noun can be found only in the structures of names of food and drinks in Vietnamese.

Thirdly, the syntactic structure "Pre-modifier + Head +Post-modifier" can be found only in names of food and drinks in English, not found in those in Vietnamese.

Finally, the structure of noun phrases composed of a head plus a prepositional phrases can be found in our data in English only.

4.2. THE CULTURAL FEATURES OF NAMES OF FOOD AND DRINKS IN VIETNAMESE AND SOME ERRORS IN TRASLATING FROM VIETNAMESE INTO ENGLISH

4.2.1. Cultural Features of Names of Food and Drinks in Vietnamese

4.2.1.1. Names of Speciality Dishes

In our collected data, most of food and drinks names in Vietnamese are translated into English. It is helpful for foreign diners easily in ordering but some dishes were lost cultural value when be traslated into English.

For example: [V1.] Cao Lầu

4.2.1.2. Names of food and drinks based on cooking styles

Cooking styles vary widely across the world, reflecting unique environmental, economic, and cultural traditions. Cooks themselves

also vary widely in skill. Each land has its own style of cooking that other places do not have the same.

For example: [V2.] Mì Quảng, [E2.] Quang Noodle

4.2.1.3. Names of food and drinks based on the main ingredient of dishes

Most of dishes in Vietnam are named basing on the main ingredients to make those dishes.

For example: [V110.] Lẩu hải sản, [E110.] Seafood hotpot

4.2.1.4. Names of food and drinks based on the geographical origins of dishes

In food names in Vietnamese we can find a lot of names of food and drinks followed by a place names or geographical names such as names of village, cities, areas, nations and so on.

For example: [V] Súp Yến Cù Lao, [E] Cham Island Salanganes'Nest soup

4.2.1.5. Names of food and drinks based on the trademark

A trademark is a distinctive sign or indicator used by an individual, business organizations, or other legal entity to identify for consumers that the products or services on or with which the trademark appears originate from a unique source, designated for a specific market, and to distinguish its products or services from those of other entities.

For example: [V,E] Sai Gon, [V,E] Larue.

4.3. SOME ERRORS IN TRANSLATING NAMES OF FOOD AND DRINKS FROM VIETNAMESE INTO ENGLISH

4.3.1. Errors in Syntax

These errors are produced when the translator is faithful to the syntax of the source language.

The following is an example of inappropriate translation from Vietnamese into English in which the incorrect translation is motivated by faithfulness to the syntax of Vietnamese. The error in the following example from the fact that, in Vietnamese, the noun is preceded by an adjective but in English the noun have not to be preceded by an adjective.

For example:

Source Text	Translated Text	Suggested Translation
Sữa tươi	Milk fresh	Fresh milk

4.3.2. Errors in Vocabulary

Errors in translation from Vietnamese into English mostly result from the non-equivalence between the source and target language. However, good translators with encyclopedic knowledge and linguistic knowledge of both the source and the target languages know how to deal with them.

For example:

Source Text	Translated Text	Suggested Translation
Cao lầu	High floor	Cao Lau

4.3.3. Errors in Translating Homonymous Words

As you know, "muc" in Vietnamese have two senses, one is a sea creature that has a long soft body and ten short arms around its mouth, and that is used for food; another is coloured liquid for writing, drawing and printing. Some translators translate the word "muc" in Vietnamese into "ink" in English in the following example:

Source Text	Translated Text	Suggested Translation
Muc hap	Steamed ink	Steamed squid

The above examples manifest many problems in translation. First, the translators lack the appropriate background knowledge to interpret the original text. Second, they have not developed enough linguistic awareness to account for problems in translation. A linguistic awareness is the sense that a translator feels there is something wrong with a text, and thus he/she revises the text to discover what has gone wrong with it. Linguistic awareness can be developed through extensive reading and writing. Therefore, it is recommended that Vietnamese translators should be trained extensively in both reading and writing English texts.

CHAPTER 5

CONCLUSION AND IMPLICATIONS

5.1. CONCLUSION

In this thesis, we have answered the questions about structural features of names of food and drinks in Vietnamese and in English, presented cultural features related to names of food and drinks in Vietnamese and in English and pointed out the structural and cultural similarities and differences between names of food and drinks in Vietnamese and in English. From the results of the investigation, the following points are presented as the conclusion and the implications for learners of English as well as for restaurant owners and managers.

5.1.1. Structural Similarities and Differences

In terms of structural features, we realize that Vietnamese and English names of food and drinks have some syntactic and morphological similarities and differences.

Firstly, we realize that names of food and drinks in both languages are in the form of noun phrases of the following syntactic patterns:

Head + Noun [V] = Noun + Head [E]

Head + Noun Phrase [V] = Noun Phrase + Head [E]

Head + Adjective [V] = Adjective + Head [E]

Head + Adjective Phrase [V] = Adjective Phrase + Head [E]

Secondly, the structure of acronyms and clipping are also included in both Vietnamese names of food and drinks and English ones.

Except for the syntactic and morphological similarities, there are some structural differences.

Firstly, the structure of noun phrases as a combination of a head noun and a verb or verb phrases are syntactically the highest frequency structure in Vietnamese names of food and drinks (52.3%) whereas the structure of noun phrase as a combination of a pre-modifier plus a head noun plus a postmodifier are the highest frequency structure in English ones (49.0%).

Secondly, with reference to modifications to the head noun, noun phrase as pre-modifier and preposition phrases as post-modifier to the head which can be found in the structures of names of food and drinks in English but not found in those names given in Vietnamese. On the other hand, the structures of verb or verb phrase as a post-modifier to the head noun can be found only in the structures of names of food and drinks in Vietnamese.

Thirdly, the syntactic structure "Pre-modifier + Head + Post-modifier" can be found only in names of food and drinks in English, not found in those in Vietnamese.

Finally, the structure of noun phrases composed of a head plus a prepositional phrases can be found in our data in English only.

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

5.1.2. Cultural Features

In terms of cultural features we can conclude from what we have discussed in the section 4.2.1, that names of food and drinks in Vietnamese and in English have the same points because the names of food and drinks in English are translated from Vietnamese names.

Similar to names of shops, companies, individuals and agencies, names of food and drinks aim at appealing more and more diners' attention. Therefore, most of the names of food and drinks involve certain significance, especially those related to cultural values.

Little attention has been paid to the structural and cultural features of Vietnamese and English names of food and drinks in Hoi An Ancient Town. Therefore, the study: "*An investigation into linguistic features of names of food and drinks in restaurant menus in Hoi An Ancient Town in Vietnamese and English*" is a beneficial device for English learners in general and for restaurants owners and managers in particular. This study helps to enrich the knowledge of the field under study, especially cultural one.

5.2. IMPLICATIONS

To some extent, this thesis will be helpful for learners of English who are interested in the structural features and cultural aspects of names of food and drinks in Vietnamese in comparison

with those given in English. Furthermore, it also gives some suggestions on how to design a suitable restaurant menu.

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 Vietnamese and English names of food and drinks. In fact, this thesis helps English learners to learn and know more about different Vietnamese and English structures in general and structural features in the names of food and drinks in particular. Besides, the findings of this study will help them appreciate the typical cultural features of Vietnam and other major English-speaking countries.

5.2.2. For Restaurant Owners and Managers

The most important purpose of names of food and drinks is attracting more and more diners to try those dishes and drinks. Therefore, thoughtful consideration should be given when choosing a food or drink name. The followings are some implications for choosing a suitable name of food and drink:

In order to attract more and more diners to their restaurants as well as for ease of ordering, the restaurant owners and managers should pay attention to the following things:

The first thing that names of food and drinks should include some of the information about dish such as: styles of cooking, main ingredients or cooking techniques.

Secondly, names should be easy to remember. If a name is not easy to remember, diners will have trouble finding it and ordering it. Furthermore, in order to provide diners with a memorable

experience, a name should be short, unique, attractive and easy to spell.

Finally, a name of food or drink should be meaningful and contain its cultural value when they are translated into English.

5.3 LIMITATIONS

Due to the 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 this were obtained from restaurants serving foreign tourists cannot reflect an overview picture of names of food and drinks in Hoi An.

Culture in general and culture of English-speaking countries in particular is very diverse. There are cultural features expressed through names of food and drinks. This thesis only investigates some typical food and drinks names served in Hoi An Ancient Town. With the limited data for the analysis, there are certainly some other cultural features that this research could not have covered.

Furthermore, the cultural similarities and differences in English and Vietnamese names of food and drinks have not been analyzed clearly yet.

With those difficulties and limitation of personal ability, data collection and sources of materials related to the problem under investigation, some weaknesses are inevitable.

We would be very grateful to those who take interest in the topic and this work. Any comment, advice and adjustment are valuable to make this work more fulfilled, diversified and perfect.

5.4. SUGGESTIONS FOR FURTHER RESEARCHES

This study has focused of the contrastive analysis on structural and cultural features of names of food and drinks in Vietnamese and in English. The limited time for this research as well as the lack of literature on this subject matter have influenced partly outcome of the thesis. It has not complete yet and need further study on some other fields

Further research should be put on structural and cultural features of the internal regulations in hotels in Hoi An Ancient Town in Vietnamese versus English.