

PPT

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The Reform of ESP Course in Culinary Major of Sichuan Tourism College from the Perspective of Sichuan Cuisine Recipe Translation

Reporter: Zeng Shuai





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01

Introduction



Research Background

01

The importance of Sichuan cuisine recipe translation

02

Application of Nida functional equivalence theory

03

Present situation of culinary major ESP teaching in Sichuan Tourism College





The Aims of the Investigation

1. To analyse the present situation and problems of Sichuan cuisine recipe translation
2. To explore the application of Nida functional equivalence theory in culinary major ESP teaching reform of Sichuan Tourism College
3. To find out the shortage of Sichuan cuisine recipe translation and cooking English teaching
4. Some suggestions were put forward to improve Sichuan cuisine recipe translation and ESP teaching





Research Methodology(Mixed-method)



Data comparison



Empirical approach



Questionnaire method





Research Questions



1. What are the challenges in translating Sichuan cuisine recipe from the perspective of functional equivalence?

2. In order to solve the problem of Sichuan cuisine recipe translation and improve the quality of translation, what are the directions and objectives of the English teaching of relevant culinary majors in Sichuan Tourism College?

3. To explore the new ideas of integrating production and teaching, what are the reform directions and measures of English translation teaching for culinary majors?



02

The Rationale and Main Conceptual Themes



■ The significance of culinary translation



- Culinary translation plays an important role in cross-cultural communication. Due to the unique taste and rich ingredients of Sichuan cuisine, its culinary translation is of great significance for spreading Sichuan cuisine culture, promoting tourism development and enhancing international image. However, the current situation of Sichuan culinary translation is not optimistic, and there are many problems that need to be solved.



🔍 The issues of translating Sichuan cuisine recipe

01

The quality of translation varies.

The quality of Sichuan cuisine translation often varies according to the level and professional background of the translator, and some translations have obvious errors and inaccuracies, which affect the spread and international recognition of Sichuan cuisine culture.

02

The absence of standardized translation norms.

At present, the lack of unified standards and norms in Sichuan cuisine translation leads to a variety of translation results, which is not conducive to cross-cultural communication.

03

The translation content lacks comprehensiveness.

The existing Sichuan cuisine translation mainly focuses on the translation of dish names and ingredients, but the translation of cooking technology, food culture, catering customs and other aspects is relatively scarce, and it is difficult to fully reflect the rich connotation of Sichuan cuisine culture.





The fundamental principle of the theory of functional equivalence

- The functional equivalence theory of Nida emphasizes the accurate transmission of semantics and style in the process of translation, requiring translators to utilize the most appropriate and natural language information from semantics to style. At its core, this theory centers around "functional equivalence," which underscores the communicative function of translation and employs reader response as a criterion for evaluating translations.



03

Implications of Functional Equivalence Theory in Sichuan Cuisine Recipe Translation



The imperative for reforming culinary major ESP teaching

01

The current state of Sichuan culinary translation necessitates reform. There are several issues in translation, including the insufficient inclusion of cooking-related content, the disconnection between translation teaching and practical application, and the absence of a systematic approach to instruction.

02

The English education at Sichuan Tourism College is currently undergoing a transition from general English to professional English, necessitating the incorporation of more specialized teaching content and methodologies.

03

The cooking major at Sichuan Tourism College (the only undergraduate college with a culinary specialty), being a distinctive program, requires a more comprehensive ESP teaching reform in order to cater to the demands of internship institutions and enhance the English proficiency of interns.





Problems of ESP teaching reform in culinary specialty

01

The ESP teaching content for the cooking major lacks sufficient coverage of cooking-related topics, thus necessitating a reinforcement in the instruction of vocabulary, terms, and expressions related to cooking.

02

The ESP teaching method for cooking majors is singular, necessitating the adoption of various instructional approaches such as case analysis and simulation practice to enhance students' practical application abilities.

03

The current ESP teaching evaluation system of the cooking major is not flawless, and there is a need to establish a more scientifically rigorous, objective, and comprehensive evaluation system.





Refining culinary major ESP teaching reform through the application of Nida's functional equivalence theory

Nida functional equivalence theory emphasizes the use of the most appropriate natural language information in translation from semantics to style, which can guide the practice of ESP teaching reform.

The core of Nida's functional equivalence theory is reader response, which can be used as the evaluation criterion of ESP teaching reform, that is, whether the students' learning effect reaches the expected goal.

The functional equivalence theory of Nida can solve the controversy between free translation and literal translation, requiring the translation to reproduce the meaning of the source language as much as possible and limiting the language structure of the translation, which can provide useful enlightenment for the reform of ESP teaching. 

04

Significance of Research



❖ The practical significance of functional equivalence theory in culinary major ESP teaching

Facilitate
translation
instruction

Promote cultural
communication

Promote teaching
reform



The specific application of functional equivalence theory in culinary major ESP teaching

Translation case analysis

In the ESP translation teaching process, teachers can select some representative translation examples (Sichuan cuisine translation) for analysis and explanation, and guide students to use functional equivalence theory for analysis and evaluation.

Student self-assessment and mutual assessment

Teachers can guide students to conduct self-evaluation and mutual evaluation of their translation work, so as to help them find their shortcomings . At the same time, mutual learning and communication between students can also promote their common progress and improvement.



05

Methods of Data Collection and Analysis



The method of evidence collection and the description of the environment.

Method

Questionnaires, interviews and classroom observations will be used to collect data in this study. The questionnaire will cover a wide range of topics to gather information on students' understanding of Sichuan cuisine translation, attitudes towards and needs for ESP teaching. Interviews will be conducted with some students to gain an in-depth understanding of their learning experience and feelings, as well as their views and suggestions on Sichuan cuisine translation and ESP teaching. Classroom observation is done directly and simultaneously through the teaching course.





Description of the data collection method

01

classroom observation

By observing the performance and reaction of sophomore students in the professional English course, we can understand their practice of Sichuan cuisine translation.

02

questionnaire

A questionnaire was designed to collect students' experience and needs for translation classes. Foreign diners for satisfaction survey.

03

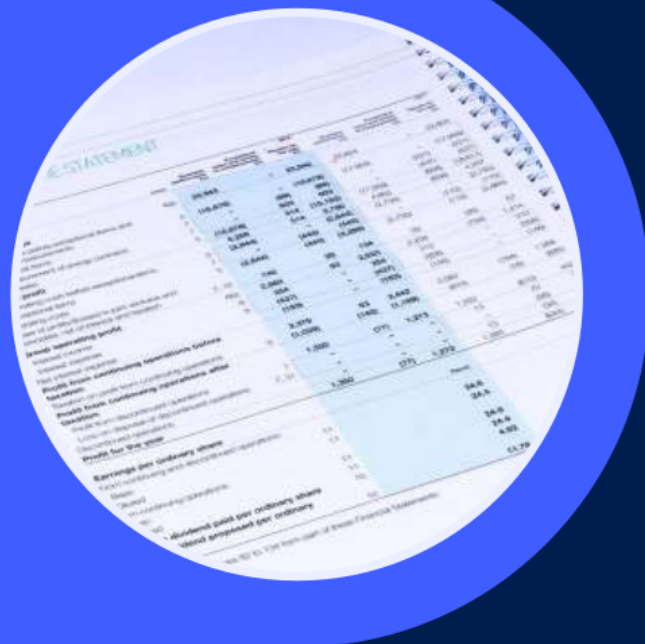
Interview

During the survey, some students were interviewed to get an in-depth understanding of their views on translation issues, classroom teaching opinions, internship experience, etc.





Data Analysis & Ethical Issues



- (1) The Statistical Package for Social Sciences (SPSS) will be used to analyze quantitative data.
- (2) Data from interviews, classroom observations and class comparison will be transcribed into written data, be coded and then grouped in themes.
- consent forms, confidentiality and anonymity, right to withdraw



06

Scheduling and Execution Strategy



Timetable

Months 1-2

Prepare questionnaires, design and write questionnaires, including ethical questions, etc.

Months 6-7

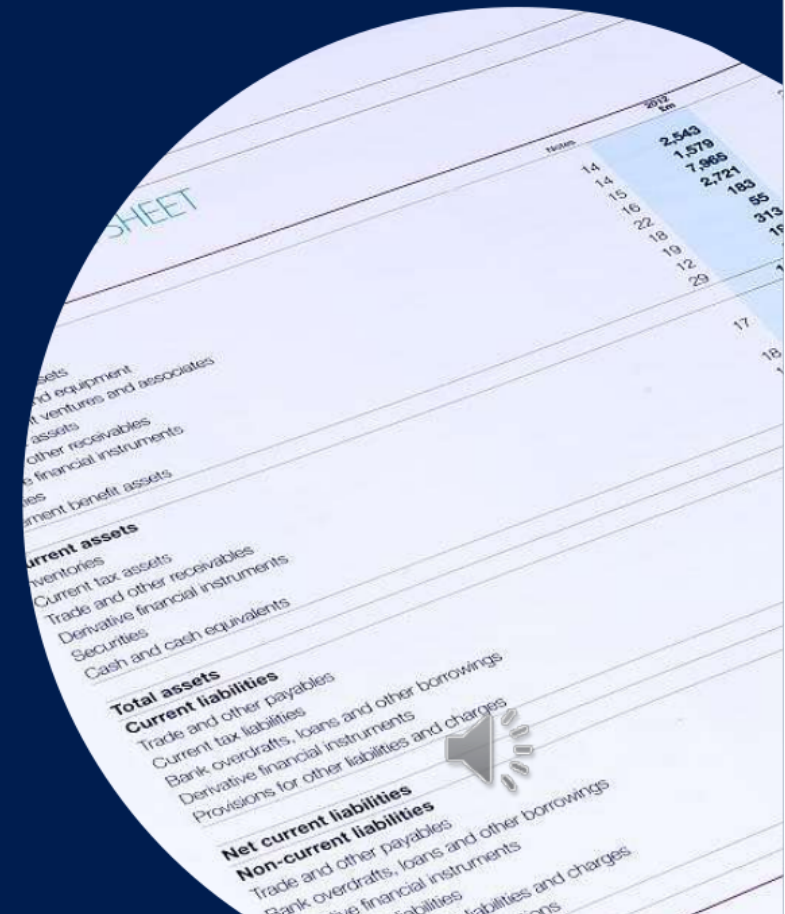
Conduct data collection (questionnaire), select appropriate samples, and ensure that students have the right to withdraw consent.

Months 3-5

Conduct demand analysis and course design, clarify the purpose of investigation, and select appropriate methods.

Months 8-12

The collected evidence will be analysed using methods including classroom comparisons and questionnaires, and the data will be transcribed into written data, coded and grouped.



07

Selected References





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THANKS



FINAL GRADE

58/100

GENERAL COMMENTS

Your ppt proposal presentation was interesting and had adequate visual impact, but the delivery was very rushed and it was very difficult to follow your focus.

Unfortunately there was no original interpretation of theory· Only major links between topics are described · Limited problem solving · The research questions remain vague and too borad despite feedback given. Some weaknesses in presentation and accuracy.

Matches most but not all primary criteria · Moderate factual knowledge with several weaknesses in understanding · What is the main purpose of the observational data collection? Ideas/arguments are limited with weaknesses in logic/presentation.You need to focus on the assignment brief and the application of key theories and research methods.

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Comment 1

Confidentiality and anonymity.
- 

Comment 2

confidentiality ?

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