

PG 1

by Shuai Zeng

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PG1 - FULL RESEARCH PROPOSAL

This form is to be completed by both the student and supervisory team within **THREE** months for full-time students and **SIX** months for part time students, after the commencement of the research degree or following progression to Part Two of your course.

Once complete, submit this form via the **MyTSD Doctoral College Portal** at (<https://mytsd.uwtsd.ac.uk>).

This document is also available in Welsh.

Student Details

Student Details			
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Start Date	01/10/2023	End Date	30/09/2023

PhD by Research	PhD Practice Based	PhD by Published Works	Professional Doctorate (including DBA, DProf, Ed D)	MPhil by Research	MPhil Practice Based
☐	☐	☐	☒	☐	☐
MA by Research	MSc by Research	MRes			
☐	☐	☐			

Proposed Research

Current Proposed Title (20 / 30 words):
The Reform of ESP Course in Culinary Major of Sichuan Tourism College from the Perspective of Sichuan Cuisine Recipe Translation  1
Background & Context (approx. 500 words)
In this section you will need to: Place the research topic in its historical, cultural and social context. Sichuan cuisine tradition is one of the eight major culinary traditions in China, drawing on the strengths of various families and embodying the characteristics of 'one dish, one family, one hundred dishes and all flavors'. It has gained a favorable reputation both domestically and internationally. The culture surrounding Sichuan cuisine is extensive and profound. Against the backdrop of the 'Belt and Road' initiative as well as China's cultural outreach efforts, it becomes particularly important to understand and accurately translate Sichuan cuisine names in order to make them more appropriate, faithful, and better reflect Chinese characteristics.  2

These names not only reflect the social reality at that time but also reveal the distinctive traits of Bashu people. By exploring effective translation strategies based on the cultural connotation embedded in Sichuan cuisine names, we can promote wider dissemination and smoother acceptance of Chinese food culture.

With the rapid expansion of China's economy and increased global interaction, the catering industry in China is thriving, leading to a pressing demand for a substantial number of skilled culinary professionals with excellent English language proficiency. However, the current approach to teaching culinary English in Sichuan Tourism College primarily focuses on rote vocabulary memorization, article comprehension, and grammar mastery, which significantly deviates from the actual requirements of the culinary industry. As we delve deeper into curriculum reform in ESP education, it becomes evident that English instruction should prioritize practicality, applicability, and professionalism with application-oriented college. Through innovative reforms in practical English teaching methods, disciplinary boundaries are dismantled by integrating English language skills with culinary expertise to deliver content that is highly relevant and applicable.

- Explain why the research is significant and important.

Culinary translation plays a crucial role in facilitating cross-cultural communication. Given the distinctive flavors and exquisite ingredients of Sichuan cuisine, its culinary translation holds immense significance in terms of disseminating Sichuan culinary culture, fostering tourism development, and enhancing international reputation. However, the current state of Sichuan culinary translation is far from promising, as it faces numerous challenges that demand immediate attention.

The functional equivalence theory proposed by Nida places great emphasis on ensuring precise conveyance of both meaning and style during the process of translation. This requires translators to carefully select and utilize the most suitable linguistic elements encompassing semantic nuances as well as stylistic features. Fundamentally, this theory centers around the concept of "functional equivalence," which underscores the communicative purpose behind translation while also employing reader response as an essential criterion for evaluating translated works. The current state of Sichuan culinary translation necessitates reform due to several issues, including the inadequate incorporation of cooking-related content, the disconnection between translation teaching and practical application, and the lack of a systematic approach to instruction.

Place the research in the current academic context.

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. The culinary program at Sichuan Tourism College, which is the only undergraduate institution specializing in cooking, requires a more comprehensive reform of ESP teaching to meet the demands of internship institutions and enhance interns' English proficiency.

Aims and Objectives (approx.. 250 – 500 words)

In this section you will need to:

- Explain what you want to achieve through the research.
- The Nida functional equivalence theory emphasizes the utilization of the most appropriate linguistic information in translating from semantics to style, thereby providing guidance for the implementation of ESP teaching reform. The crux of Nida's theory on functional equivalence lies in the reader's response, which can serve as an evaluative criterion for ESP teaching reform, determining whether the students' learning outcomes meet the intended objectives. The functional equivalence theory proposed by Nida offers a resolution to the ongoing debate between free translation and literal translation. It emphasizes the importance of reproducing the meaning of the source language while also imposing limitations on the structural aspects of the translated text. This theory provides valuable insights for ESP

teaching reform. In the process of ESP translation teaching, instructors can choose representative examples of translation (such as Sichuan cuisine translation) for analysis and explanation, guiding students to employ functional equivalence theory in their analysis and evaluation. The current teaching content of Sichuan cuisine translation is thoroughly analyzed to deepen the reform of English teaching for culinary majors, and provide reform suggestions and insights.

- Outline the aims of the research.
 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

Proposed plan of work including timetable

Proposed plan of work

In this section you will need to complete a proposed plan of your work explaining the timeline for key elements of the thesis. This can be set out as a table like below or as a gantt chart (for example)

This plan should indicate that the research will be completed by the end of the fee paying period (the minimum period of candidature).

Planned Development (e.g. submission of form, completion of chapter, submission of thesis)	Target Date
Literature review	01/06/24-31/08/24
Research design	01/09/24-30/09/24
Obtaining consent	01/09/24-30/09/24
Pilot study	01/10/24-31/10/24
Needs analysis	01/11/24-01/12/24
Class observation	01/12/24-30/01/25
Curriculum design	01/11/24-30/12/24
Questionnaire design	01/01/25-30/01/25
Questionnaire	01/02/25-01/03/25
Analyze data	01/03/25-01/05/25
Writing up	01/05/25-01/08/25
Revision	01/08/25-30/12/25
Submission	01/01/26-01/06/26

Proposed methodology (approx. 500 words):

In this section you will need to explain how you will achieve your aims and objectives:

- Explain your disciplinary orientation/ approach

- Describe the methods you will use to carry out your research: (eg library-based research, on-line research, fieldwork (interviews/ participant-observation), analysis of visual data, combinations of these)

Questionnaires, interviews, and classroom observations will be utilized as data collection methodologies in this study. By closely observing the performance and reaction of sophomore students in the professional English course, we can delve deeper into their practical application of Sichuan cuisine translation. This insightful observation allows us to gain a comprehensive understanding of how these students effectively utilize their language skills to accurately convey the essence and nuances of Sichuan cuisine in English. The questionnaire will encompass a diverse range of topics to comprehensively gather information on students' comprehension of Sichuan cuisine translation, their attitudes towards it, and their needs for ESP teaching. Interviews will be conducted with select students to acquire an in-depth understanding of their learning experiences, emotions, perspectives, and suggestions regarding Sichuan cuisine translation and ESP teaching. Classroom observation will be carried out directly and concurrently during the instructional sessions. Using statistical methods like t-tests or ANOVA to explore differences between experimental and control groups.

Introductory bibliography:

In this section you should list a minimum of 30 titles that are relevant to your research. You should include all works cited in this form.

The list should be alphabetical using the referencing system appropriate to your discipline.

[1] Chen, J., Ngo, C.-W., Feng, F. and Chua, T.-S. (2018) 'Deep understanding of cooking procedure for cross-modal recipe retrieval', *ACM Multimedia*. Available at: doi:<https://doi.org/10.1145/3240508.3240627>.

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[4] Dörnyei, Z. (2019) *Research methods in applied linguistics: Quantitative, qualitative, and mixed methodologies*. Oxford: Oxford University Press.

[5] DuBois, T. D. (2023) 'Ten centuries of Chinese food writing: what do we do with all these recipes?', *Food, Culture & Society*, (1)17. Available at: doi: [10.1080/15528014.2023.2235164](https://doi.org/10.1080/15528014.2023.2235164).

[6] Ennis, M. et al. (2020) *Approaches to English for Specific and Academic Purposes Perspectives on Teaching and Assessing in Tertiary and Adult Education*. Bozen-Bolzano: bu,press.

- [7] He, J. H., Lu, Y., & Li, X. (2015) 'Study on cooking Sichuan cuisine using western culinary methods and its applications', *Chinese Food Culture In Europe French Food Culture In Asia*, 17 (1). Available at:
https://www.airitilibrary.com/Common/Click_Doi?DOI=10.6641/PICCF.14.2015.12 (Accessed: 21 Nov. 2023).
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- [12] Ju Miao (2000) The limitations of 'equivalent effect' , *Perspectives*, 8:3, PP.197-205, Available at: [doi: 10.1080/0907676X.2000.9961388](https://doi.org/10.1080/0907676X.2000.9961388).
- [13] Liping Wang, Qing Li, Na Li, Guozhu Dong, and Yu Yang. (2008) *Substructure similarity measurement in Chinese recipes*. Available at:
<https://doi.org/10.1145/1367497.1367629> (Accessed: 21 Nov. 2023).
- [14] Montanari, M. (2006) *Food is culture*. Columbia: Columbia University Press.
- [15] Nguyen, V.-T. (2022) 'Towards a new paradigm for English language teaching: English for specific purposes in Asia and beyond', *Asian Studies Review*, 46(4), pp.726 - 727. Available at: [doi:https://doi.org/10.1080/10357823.2022.2051224](https://doi.org/10.1080/10357823.2022.2051224).
- [16] Nida, E. A. (1991) 'Theories of translation', *TTR: Traduction, Terminologie, Rédaction*, 4(1), pp.19-32. Available at: [doi: 10.7202/037079ar](https://doi.org/10.7202/037079ar).
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- [25] Vygotskiĭ, L.S. and Cole, M. (1978) *Mind in society: The development of Higher Psychological Processes*. Cambridge: Harvard University Press.
- [26] Yan, G. (2022) 'Construction of Sichuan cuisine knowledge graph: methodology, annotation specification and corpus', In 2022 International Conference on Electrical, Computer, Communications and Mechatronics Engineering (ICECCME), pp. 01-04. IEEE. Available at: doi: 10.1109/ICECCME55909.2022.9988746.

[27] Yang, H.H. and Liu, Y. (2008) 'Building a Sense of Community for Text-Based Computer-Mediated Communication Courses' , *Journal Of Educational Technology Systems*, 36(4), pp. 393 – 413. Available at: <https://doi.org/10.2190/ET.36.4.d> (Accessed: 22Nov. 2023).

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[29] Zare-Behtash, E., Zadeh, O.K., & Banaruee, H. (2017) 'A comparative study of teaching methods in esp courses' , *Journal on English Language Teaching*, 12(2), p98. Available at: doi:<https://doi.org/10.17507/tpls.1202.17>. 

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[31] Zhu, J., Xu, Y., Fang, Z., Shao, S.-L. and Liu, X., (2018) 'Geographic prevalence and mix of regional cuisines in chinese cities' , *ISPRS International Journal of Geo-Information*, 7(5), p.183. Available at: <https://doi.org/10.3390/ijgi7050183> (Accessed: 23 Nov. 2023). 

Facilities and resources available for the investigation: please indicate if you expect to need any special resources

In this section you should indicate:

- What facilities you will need access to including libraries, archives, institutions, specialist IT facilities

The survey necessitates the consultation of information from the library, specifically the Sichuan Tourism University Library. Additionally, it requires obtaining information from the American and American Food Culture Center at the School of Foreign Languages. The culinary school will provide assistance in conducting the survey, while participation in the survey will involve students from said culinary school.

- Whether you have permission to access the facilities and resources

The author, being affiliated with the School of Foreign Languages at Sichuan Tourism University, can avail support and assistance from both the institution and the department.

- Whether you need to travel to access the facilities and resources – where do you need to go, for how long, and how will this be financed

Researchers are required to return to their work units in China and complete the teaching and research process for two semesters, during which data collection and all investigations are completed

- Whether you will be carrying out fieldwork or interviews and whether you have followed the correct protocols, secured permission and ethical clearance.

Researchers will conduct field research or interviews in Sichuan Tourism Institute, all procedures will follow the correct procedures, permission and ethical .

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Intellectual Property IP

It is anticipated that Intellectual Property (IP) will be produced as a result of this research.

Tick /

	YES	NO
Is the IP already subject to a separate agreement with a third party (e.g. employer, sponsor or external funder)? If so please provide details below	☒	☐
Is the research dependent upon background IP owned by: If so, please provide details below	UWTSD ☒	A third party ☐
Text box will expand		

Tick /

I understand that:	YES	NO
If any party other than the student is likely to be involved in the development of IP a separate IP agreement will be needed and it may be necessary for the student to assign the IP rights to the University.	☒	☐
If there are no third parties involved in the creation of the IP the student is deemed to own the IP, however should the student wish to commercially exploit their IP and require the assistance of the University to do so, they will be required to assign their IP to the University. https://www.uwtsd.ac.uk/iced/protecting-innovation-and-creativity---intellectual-property/	☒	☐

Student Signature

Signature or Print Name:	Shuai Zeng	Date: 11/19/23
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Supervisory Team

Has the student proposed a viable research project that is appropriate for this programme that should be supported by the Institute?

Supported: ☐

Not Supported: ☐

Authorisation

Director of Studies	Signature or Print Name:	Date:
Institute Manager of Research Degrees	Signature or Print Name:	Date:

Once complete, submit this form via the **MyTSD Doctoral College Portal** at
(<https://mytsd.uwtsd.ac.uk>).

FINAL GRADE

58/100

GENERAL COMMENTS

You have some knowledge of the background reading concerning your research topic, but this needs to be explained thoroughly to prepare for the thesis stage of the programme in Part 2.

Use this as a learning experience and keep your audience firmly in mind.

Unfortunately, your delivery and written explanation shows very little knowledge of the research process

and the references were very limited. Much more detail is expected at postgraduate level.

No evidence of understanding, even of main areas·

Exceeds expectations for most primary criteria · Very limited factual knowledge with many weaknesses in understanding · Weak attempt to answer/address question.

· Very limited evidence of background study · Answer relies on tangential material and lacks a coherent structure.

You might like to consider:

1. Making further references to the research methods literature. Refer to Punch (2009) and Thomas (2009) as discussed in class.

2. It might be useful to include more detail in the Gantt chart, outlining what the supervision team will focus on in detail.

3. Refer in further detail to Ethical Guidance: <https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/research/REICoP-July-2022.pdf>

4. Your research questions need to be very specific to your study, rather than being part of a general problem statement.

PAGE 1



Comment 1

Further references of this required in the main body of the proposal.



Comment 2

meaning unclear.

PAGE 2



Comment 3

clarify.



Comment 4

relevance??



Comment 5

What is the main focus of your research study?

PAGE 3



Comment 6

Is this relevant?



Comment 7

Which aspects of each chapter are you aiming to focus on and what is the role of the supervisor?



Comment 8

methodology chapter?

PAGE 4



Comment 9

What is the main focus of the classroom observation?



Comment 10

Why have you chosen these particular statistical analysis tests?

PAGE 5



Comment 11

relevance to your study??

PAGE 6

PAGE 7



Comment 12

Your contribution to the existing literature is not clear.



Comment 13

Further reference of research methods literature required at this level.



Comment 14

Refer to BERA (2018) and detailed UWTSD guidelines here.

<https://www.uwtسد.ac.uk/media/uwtسد-website/content-assets/documents/research/REICoP-July-2022.pdf>

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