

Translation Skills of Sichuan Cuisine in the Context of Globe Business

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ABSTRACT

Chinese food has its own historical heritage, and Overseas Chinese miss it, and foreigners are more and more accepting of Chinese food. Sichuan cuisine is one of the eight major cuisines in China. At present, there are some good researches on the translation of the names of Sichuan cuisine. This paper investigates ten Chinese restaurants in Britain and the United States, and two restaurants in Switzerland. It analyzes the common translation methods of Sichuan cuisine, and then comes to the conclusion that transliteration plus free translation is the best way to translate Sichuan cuisine, and the translation method of dish names with high differentiation and easy memory is used, which is convenient for Chinese dishes to go out in the context of globe business.

Keywords: Sichuan cuisine, name, translation, skills

1. INTRODUCTION

Sichuan cuisine is one of the eight major cuisines in China and is renowned in China and abroad. It can be roughly divided into three branches, namely the Upper River Gang (Western Sichuan), the Small River Gang (Southern Sichuan) and the Lower River Gang (Eastern Sichuan): the Upper River Gang, which is the Leshan Sichuan cuisine, centred on Chengdu and Leshan in Western Sichuan; the Small River Gang, which is the Salt Gang cuisine, centred on Zigong in Southern Sichuan, and includes Yibin, Luzhou and Neijiang cuisine; and the Lower River Gang, which is the Jianghu cuisine, represented by Dazhou, Chongqing and Wanzhou cuisine in the old Eastern Sichuan. In his book *An Introduction to Chinese Cuisine*, Professor Du Li of the Sichuan Tourism Institute argues that modern Sichuan cuisine is made up of four local flavours: eastern, western, southern and northern Sichuan [1].

During the Republican period, especially during the War against Japan, Sichuan became the rearguard of the war, and Chongqing became the accompanying capital of the National Government, with a large number of foreign officials, wealthy merchants and people from all walks of life moving into Chongqing and Chengdu, and chefs

from almost all major cuisines, restaurant specialities and their cooking methods, and even Western food, entered Sichuan. Not only did many famous Sichuan restaurants and chefs emerge, such as Lan Guangjian of Ronglan Paradise and Luo Guorong of Yi Zhi Shi, but a number of modern Sichuan masters emerged, and a relatively fixed division of labour emerged. Thus, it can be said that Sichuan cuisine has a long history in the ancient region of Sichuan, and at the same time has absorbed the styles of other more mature cuisines, distinguishing itself from other cuisines by its unique 'spicy' taste. Sichuan cuisine is rich in flavour, with hundreds of dishes and flavours. The most famous of these are fish, spicy, spicy, chilli, peppery, strange, sour and spicy flavours. Szechuan cuisine is characterised by its numbness, spiciness, aroma, freshness, large oil and thick flavour, with a heavy use of "three peppers" (chilli, pepper and sichuan pepper) and fresh ginger [2].

Sichuan cuisine is the common product of the unique geographical environment, regional culture and customs of the region, as well as the fusion with foreign food cultures. Many of the names of Sichuan dishes have strong regional characteristics and are rich in ethnic culture [3] [4]. Without understanding the deeper meanings and cultural connotations behind the names of

Sichuan dishes, and without a cultural perspective, the cultural meanings of Sichuan names cannot be well conveyed when translating them, which is not conducive to the wide spread of Chinese food culture in the world and the smooth acceptance of Chinese cuisine by other countries and people. Therefore, when translating the names of Sichuan dishes, we need to combine their cultural connotations to produce a translation that is both appropriate and brilliant, so as to achieve the effect of combining the East and the West.

2. THE HISTORY AND CULTURE BEHIND THE NAMES OF SICHUAN CUISINE

Some of the most famous dishes in Sichuan cuisine include shredded pork with fish aroma, diced chicken with kung pao, sliced boiled pork, sliced lung of husband and wife, sliced tofu with sesame seeds, back-pot pork, phoenix feet with pickled pepper, beef with lampshade, chicken with mouth water, spicy prawns, fried beef with sharp pepper, Chongqing hot pot, roast chicken with chestnuts, spicy chicken and so on. The names of Sichuan dishes are often followed by historical allusions or interesting legends, such as Tai Bai Duck, Kung Pao Chicken, Dong Po Elbow, Dan Dan Noodles and so on. When translating these dishes into foreign languages, if there are conditions to do so, this cultural feature can be presented in the names; if not, the names should be translated in a suitable foreign language so that foreigners do not forget the names and do not know the specific components and ingredients [5].

2.1. Kung Pao Chicken

Kung Pao chicken is a delicious dish made by stir-frying diced chicken and peanut rice in a pan. The chicken is tender and smooth, and the peanuts are crispy and delicious. Kung Pao Chicken was created by Ding Baozhen, the governor of Shandong and the governor of Sichuan in the Qing Dynasty. He loved good food, especially spicy, and was an expert in cooking. He improved the dish by adding chillies to the dish he served in Sichuan and later popularised it. The title of "Gongbao" was an honorary title for Ding Baozhen. As a result of his integrity, Ding Baozhen's achievements in repairing water conservancy projects and reforming salt administration during his term of office were so impressive that when he died as Governor of Sichuan, he was posthumously appointed Crown Prince Taibao, also known as Gongbao. The dish was then transformed from a dish known as "Chicken with Soy Sauce" to a dish known as "Kung Pao Chicken" in Sichuan cuisine, which has been passed down to this day and is well known at home and abroad.

2.2. Ma Po Tofu

Ma Po Tofu is one of the most famous traditional dishes in Sichuan province. The main ingredient is tofu, the auxiliary ingredients are garlic and beef froth (other meat can also be used), and the seasonings are bean cloves, chilli and pepper noodles and soy sauce. Ma Po Tofu was first made in 1862, in the first year of the Tongzhi reign of the Qing Dynasty, in Chengdu by the Wanfu Bridge, in a shop formerly known as Chen Xing Sheng Restaurant. The owner, Chen Chunfu, died prematurely and the small restaurant was run by the owner's wife, who was known as "Chen Ma Po" for her pockmarked face. The woman's face is pockmarked and she is known as "Chen Ma Po Tofu".

2.3. Dan Dan Noodles

A famous snack with a special flavour, it originated in eastern Sichuan. The noodles are served in two compartments, one for cooking the noodles and one for stewing the feet. The name of the dish comes from the particular era and the way it was sold, but its fame lies in the seasoning and the unique noodle bile. The meat is crispy and the seasoning is based on spring onions, sprouts and lard, with a slight broth that is fresh and crisp, not too spicy and slightly sour so it is very refreshing.

3. TRANSLATION STRATEGIES FOR SICHUAN CUISINE

3.1. Phonetic translation

Some dish names can be translated using Hanyu Pinyin plus ingredients, especially those containing names of people, places and historical allusions, such as Ma Po Tofu, Kung Pao Chicken, Dong Po Elbow, etc. With limited space on the menu, it is not practical to fully explain historical allusions, and overly long and complicated translations can affect the mood of diners and cause some disgust. Phonetic transliteration of names can preserve traces of the original dish name and facilitate circulation, especially when some of the pronunciations are very concise in foreign languages, making it easier to remember the name of the dish.

For the Ma Po tofu dish, restaurants in different regions of the UK, US and Switzerland use the hanyu pinyin Ma Po, which is written differently as 'Ma Po', Ma Po, Mapo, Ma-Po. Some restaurants add ingredients such as w. chili oil, chili paste, and leek, w. pork, and some add the practice of w. chilli minced pork, braised. The average foreigner may not dare to be interested in who Ma Po is, but once the symbol is remembered, the Sichuan dish of Ma Po tofu is ingrained in the memory and with a specific point of reference, it is easier to make an order on your next purchase. The hanyu pinyin for Ma Po is Mapo, but for distinction it is recommended to use Ma Po or Ma-Po.

Table 1. Translations of Mapo Tofu

Translation	The Restaurant
"Ma Po" tofu	Empress of Sichuan London
Ma Po tofu	Szechuan Mountain House New York
Mapo tofu	DAXI New York
MAPO TOFU (braised soft tofu w. chili oil, chili paste, and leek)	Chow House New York
ma po tofu (w. pork)	OLLIE'S Sichuan Restaurant New York
mapo tofu w. minced pork	Zest Szechuan New York
Mapo tofu w. chilli minced pork	Alley 41 London
ma po tofu	JINLI Chinese Restaurant London
Ma-Po-Tofu Ti-Pan	Meister Gao, Zurich

This is also the case with dan dan noodles, which are mostly translated in Dan-dan pinyin, but some restaurants add some information, such as w. chili minced pork, or use adjectives, such as classic. There is also no Dan-dan pinyin, but instead it is translated as noodle in chili sauce, which discards some cultural elements of Dan-dan noodles and does not differentiate them from other types of noodles, which is not conducive to the promotion of these noodles.

The naming of kung pao is similar, with most kung pao using the very distinctive terms kong pao, kung pao, gong bao, kung-po and kung-pao. For the diced chicken part, most restaurants do not spell it out clearly and use chicken directly, with some adding the qualifier w. roasted chili peanuts, or w. peanuts. Swiss restaurants, on the other hand, use the French word poulet directly.

3.2. The Meaning translation method

The use of ingredients plus practices can be a better way of showing the way the dish is made, such as spring onion stir-fry, back to the pan, iron plate, etc. Lamb with scallions & onion or sliced lamb w. scallion, partly sautéed, is translated as stir fried. Double cooked is translated as pork slices. The sizzling slices are translated as sizzling sliced, while the Swiss restaurants use the pronunciation Ti-Pan to translate a Chinese word phonetically, and the sizzling slices become Rind Satay Ti-Pan mit Erdnusssauce (beef satay with peanuts).

Table 2. Translations of Ti-Pan

Translation	The Restaurant
Sizzling Chinese mushroom	DAXI New York
sizzling seafood (prawn, scallop, and squid with red and green pepper in brown sauce)	China River New York
sizzling sliced chicken (sliced chicken, green pepper and red pepper and onions in brown sauce)	China River New York
sizzling pork brain in Sichuan spicy pepper sauce	China River New York
sizzling sliced beef (sliced beef w. green pepper, red pepper and onions in brown sauce)	China River New York
Lamm mit Ingwer Zwiebeln Ti-Pan	Meister Gao Zurich
Rind Satay Ti-Pan mit Erdnusssauce	Meister Gao Zurich

A more problematic translation is the one for sliced lung of husband and wife, which uses inexpensive minced beef trimmings, commonly known as "scrap pieces", and is later renamed "sliced lung of husband and wife"(Fuqi Feipian). There is no substantial connection between the word "Fei" and "lung". Therefore, it is suggested that the translation should be "Beef and Ox Tripe in Chili Sauce" according to the meaning of the ingredients. The translation varies from restaurant to restaurant, with some translating it as Tongue and others using tendons and Tripe. It may be more convenient to follow the phonetic translation with a paraphrase, for example, Feipian: Beef Tripe in Chili Sauce.

Table 3. Translations of Fuqi Feipian

Translation	The Restaurant
Sliced Beef and Ox Tongue in Chilli Sauce	Empress of Sichuan London
Ox tongue and tripe with roasted chili-peanut vinaigrette	Lan Sheng Restaurant New York
SZECHUAN SLICE BEEF WITH TRIPE (sliced beef and tripe soaked in hot oil, szechuan peppercorn topped w. sesame and crushed peanut)	Chow House New York

ox tongue & tripe w. spicy pepper sauce	China River New York
beef tendons & tripe w. peanuts & chili	Zest Szechuan New York
sliced beef lungs and ox tongue in chili sauce	JINLI Chinese Restaurant London

4. CONCLUSION

As with other Chinese cuisines, many recipes have a certain cultural meaning and are closely related to specific people, places, ingredients and even accessories. Most Chinese restaurants overseas use less than six foreign words to express the names of their dishes, and as these names, with their rich connotations and many culturally loaded words, the best way to communicate them in the translation process is to use phonetic translations plus paraphrasing, using their pinyin way for some of the more popular and catchy Chinese dish names, and if possible, adding some words about the ingredients and practices. In this way, the translations are fluent, easy to remember, distinguishable from other dish names and easier for customers to communicate. In this way, Chinese culture can reach the hearts and minds of thousands of families, even in foreign countries.

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