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A Study of Bilingual Menus in Taiwan's College Night Markets

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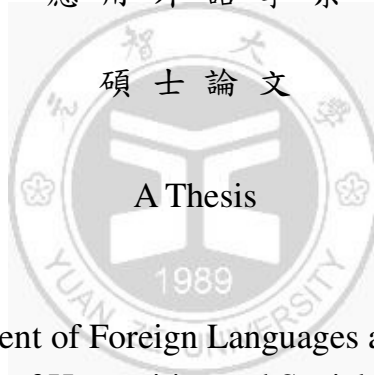
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# 台灣大學夜市雙語菜單之研究

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## 元智大學應用外語學系



旅遊英文近年在應用語言學領域愈受重視。為了對相關研究做出貢獻，此研究即是深入了解在逢甲夜市與師大夜市裡使用雙語菜單的真實情況調查。主要研究問題包括：

1. 有多少比例及哪種類的夜市攤販使用雙語菜單？
2. 這些使用或未使用雙語菜單的攤販們是基於何種理由？
3. 夜市雙語菜單所使用的翻譯策略為何？

在 2011 年的 2 月，總共 264 間的夜市小吃攤販參予此研究的田野調查（183 位在逢甲，81 位在師大），其中，「食物種類」、「價位」、「攤販總類」和「連鎖店」為四個主要的研究變數。在 264 位攤販哩，其中 35 位作為此研究深入訪談的對象。研究結果顯示 18% 的逢甲夜市攤販和 33% 的師大攤販有使用雙語菜單。在使用 SPSS 軟體的分析下，我們發現賣傳統台灣小吃的路邊攤販，以及其所賣的食物低於 50 元者，較不傾向使用雙語菜單( $p < 0.001$ )。

反之，賣異國食物且價位較高、有加入連鎖企業的店面小吃攤較易使用雙語菜單。透過訪談，我們了解大多數攤販自 2008 年起開始使用雙語菜單，其主要原因是因為大量增加的外國顧客與其所需的溝通需求所致。至於那些未使用雙語菜單的攤販，最主要的原因即為英語能力的好壞，會有所影響。那些英語能力強的攤販即可透過口語的溝通來得知外國攤販的需求；而那些英語過差的攤販則表示沒有能力製作雙語菜單，且害怕與外國人做言語上的接觸。然而，約一半的訪談者透露出他們未來想要做雙語菜單的意願。從觀察中，我們發現 80% 的店家使用全「同化策略」(即意譯)的翻譯手法。除此之外，我們發現雙語菜單不只有溝通的功能，約一半的訪談者認為透過雙語菜單能使顧客認為他們家的店比別家高級。雙語菜單扮演一個文化橋樑的角色，它能推廣台灣夜市及其所含的在地文化元素，並傳至全世界。



**關鍵字：**旅遊英文、雙語菜單、夜市、全球化、全球在地化、語言態度、翻譯策略。

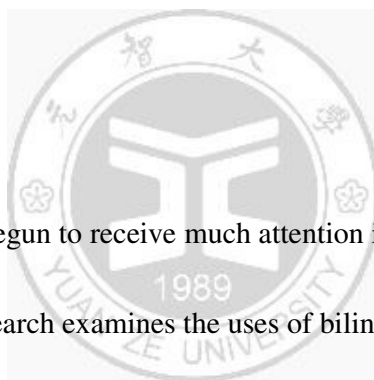
# A STUDY OF BILINGUAL MENUS IN TAIWAN'S UNIVERSITY NIGHT MARKETS

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Advisor: I-Chung Ke, Ph.D

Submitted to Department of Foreign Languages and Applied Linguistics  
College of Humanities and Social Sciences  
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## ABSTRACT



English for tourism has begun to receive much attention in applied linguistics. To contribute to the field, this research examines the uses of bilingual menus in Feng-Chia and Shih-Ta night markets in Taiwan. Research questions are: 1. How many and what kinds of vendors in Feng-Chia and Shih-Ta night market used bilingual menus? 2. What were vendors' possible reasons and perceptions of using or not using bilingual menus? 3. What were the translation strategies that the vendors used in night markets? In February 2011, a survey on food categories, price range, vendor types (shop or booth and chain store or not) was conducted on 183 Feng-Chia and 81 Shih-Ta vendors. 35 vendors were interviewed on their perceptions of bilingual menus. The survey finds that 33% of Shih-Ta and 18% Feng-Chia vendors used bilingual menus. Chi-square analyses show that booth vendors of traditional

Taiwanese food with price range below NT 50 were less likely to have bilingual menus ( $p < 0.001$ ). On the other hand, if the vendor sold foreign foods with higher price in chain store shop, they were more likely to use bilingual menus. Most vendors started using bilingual menus from 2008, mainly because of communicative purpose for the increasing number of foreigners. And for those who did not use bilingual menus, the main reason was vendors' English proficiency. Those with sufficient English proficiency chose not to use bilingual menus because they could communicate orally; while those without English proficiency could not make bilingual menus and some were afraid to attract foreigners with bilingual menus. However, half of the interviewees who did not use bilingual menus showed their intentions to make bilingual menus in the future. As for translation strategy, more than 80% of the vendors applied Domesticating strategy to translate the meaning. Bilingual menus have many functions in addition to communication. Half of the interviewed vendors agreed that bilingual menus enhanced customers' images of their quality. The role of bilingual menu in the future is like a cultural bridge to promote Taiwanese local features to the world.

**Keywords:** English for Tourism, Bilingual Menus, Night Market, Globalization, Glocalization, Language Attitude, Translation Strategy

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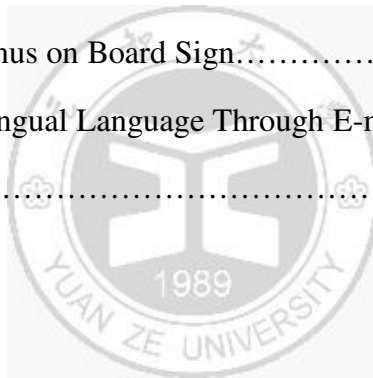


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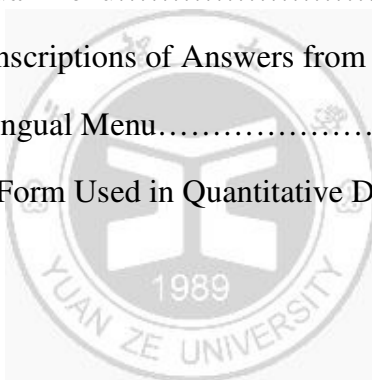
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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

In recent years, English use in Taiwan has become more and more common, for example, teaching English in the elementary school, the bilingual road signs, business conversation and some slogans in advertisements. English as a global language has been discussed for many years. As Crystal (1997, p.7) pointed out, the main reason that a language becomes an international language is because of the strong political power of its people, especially the military power. From the seventeenth century to the nineteenth century, massive immigrants moved from Europe, especially England, to America, and these immigrant families came to speak English through a natural process of assimilation (Crystal 1997, pp.26-30). English had become the mother tongue of America. After World War II, American political power reached the peak, and it was natural that the language of English had broadened its territory to different countries, even to the Asian areas. Because Taiwan was involved in the Pacific war in alliance with America, English had spread to Taiwan. Since then, English has played a more and more important role in Taiwanese society.

English in Taiwan is a foreign language (EFL), which we use as a tool to communicate with foreigners. Because of globalization and the need of Taiwanese business companies, in 2001, Taiwanese government set a policy for the 5<sup>th</sup> grade students in the elementary school to learn English. Before 2001, Taiwanese students started learning English at the 7<sup>th</sup> grade. English has become a compulsory subject just as the same as math or science in the elementary school (Wu, 2009). English education is a big issue, not only its learning age becoming more and more younger, but also it becoming more complex and playing functional roles in society. According to Graddol (2006, p.72), English is a basic skill in nowadays just like how to use computer applications to get information from internet. Maybe in the future, English will be not just a foreign language at all; instead, it will be an essential part of life. To sum up, English has increasingly occupied more and more important places in Taiwanese society.

In addition to using English in school, people gradually use more English in daily life, such as business English. English is somehow not serving the only role of communication; it could apply its function on different aspects, such as cultural, social or political roles in society (Mirhosseini 2008). English is seen to have some symbolic values in Taiwanese society. There were some researches in Taiwan which investigated the issue through the analysis of advertisement English (Hsu, 2002;



Chen, 1999) and the need of academic English in Taiwan (Chia, 1999). However, researches on Food English or menu English were rare. After 2008, when the Olympic game was held in Beijing, the local travel agencies invited many experts to translate the names of Chinese foods into English, and more researches in bilingual translation of menus appeared (Shih, 2010). Still, there was not a large amount of studies on the bilingual menu in a perspective that focuses on its economical, political and social functions. For this reason, the purpose of this study is to examine the use of bilingual menus in Taiwan night markets.

Night market is one of the representative characteristics of Taiwan. The traditional foods contain various kinds of flavors, such as, oyster omelet, stinky tofu, pig-blood cake, and bubble milk tea. Compared to other countries around the world, the weather in Taiwan is warmer, so the time to eat dinner is usually around six to eight in the evening, which is earlier than that in most Western countries (about seven-ten in the evening). For this reason, having a night snack had become a part of Taiwanese life (Teng, 2008). Gradually, night market in Taiwan society had a more important social position, and some people could not live without it. Therefore, most foreigners might have a first impression that night markets are one of specific traditional characteristics, and this is a major reason to visit Taiwan. Under the trend of growing number of foreigners to Taiwan, Taiwan Tourism Bureau started a poll

called ‘2010 Specialty Competition Election of Taiwan Night Markets’ in 2010 (Tourism Bureau, 2010). With the optimistic prediction on the growth of night markets in Taiwan, Taiwan night markets are expected to become more and more popular.

Under the forces of globalization, Taiwan government has set some tourism policy since 2008 to make Taiwan well known around the world, especially on the features of food, night market and hot spring (Su, 2006). Food plays an important role as a cultural ambassador, and the image of traditional night market in Taiwan is closely bound up with Taiwanese culture. In this study, Feng-Chia and Shih-Ta night markets were chosen as the samples of Taiwanese night markets. Through studying bilingual menus, we might know how Taiwanese use English when introducing their food products. Also, through this study, the implications of using bilingual menus will be discussed.

## **1.2 Purpose of the Study**

The purpose of the study is to understand the real situation of the use of bilingual menus in Taiwan night markets. In this study, the percentages and kinds of vendors who used bilingual menus are examined. Because it is a new phenomenon in applied linguistics fields, such information about vendors’ using bilingual menus

is rare. This study focus on analyzing the degree of external factors (food category, price, vendor types& chain stores) relating to using bilingual menus; in addition, it also analyzes vendors' subjective perceptions on the reasons of why or why not they choose to use bilingual menus. Moreover, through this practical study, translation strategies from Chinese into English in bilingual menus are examined. Therefore, the following three questions are discussed in this research:

1. How many and what kinds of vendors in Shih-Ta and Feng-Chia night market are using bilingual menu?
2. What were vendors' possible reasons and perceptions of using or not using bilingual menus?
3. What kinds of translation strategy were used in bilingual menus when Chinese dishes are translated into English?

Through the first question, by examining the percentage of those vendors who use bilingual menus, English use in night market will be observed. Also, the kinds of vendors using bilingual menus and the possible reasons will be examined in this research. For example, maybe higher-priced products which are sold in shops, or the style of shops (chain stores or not chain stores) would affect their choice of using bilingual menus. The perceptions of those vendors who use bilingual menus are explored. On the other hand, what are the points of view of those not using bilingual

menu? Do they insist on rejecting using English translation of their products? Or maybe in the future, they want to use bilingual menu under the trend of globalization? Moreover, it is worthy to study which translation strategy that vendors used when making bilingual menus, from the foreign target readers' view or local people's view. These three questions related to the vendors' thoughts of decision of making bilingual menus, also, the potential findings may reveal the real status of English in Taiwan society, including Taiwanese's attitudes toward English. In addition, from the interview, the functions of bilingual menus could be seen.



## **CHAPTER TWO**

### **LITERATURES REVIEW**

Under the trend of globalization and glocalization, researches on the use of English have gathered many attentions in Taiwan, for example, code-mixing advertisements in business English fields. Night market is a famous place which attracted many tourists to Taiwan. Unfortunately, studies on the use of English in night markets were few. As a result, this study aims to examine how vendors used bilingual menus and its applications to contribute to our understandings on this issue. Therefore, vendors' attitudes toward bilingual menus are an important issue in this study. Also, the translation strategy is another related issue in bilingual menus. By analyzing the translation strategies, the use of bilingual menus by vendors was understood more. Difficulties in translation may be a critical issue for vendors when considering whether to adopt bilingual menus.

#### **2.1 English as a Global Language: Globalization**

Globalization has been a popular topic since the end of Cold War (1990), and the concept of globalization was discussed as a phenomenon spread out of boundaries from countries and into one global village. According to Held (2000), as the technological advancements affect transportation and commerce, a small unit of trade

gradually became larger trading networks to connect the neighboring countries together. This changing process, which is often called ‘globalization’, affects every place in the world and changes people’s life.

Globalization represents a significant shift in the spatial form of social relations and that the interaction between global and local becomes increasingly common. The conflict between global and local has led to many debates, and there are three different kinds of perspectives: globalists, traditionalists, and transformationalists (Held, 2000, p.22; Cochrane and Pain, 2000). The globalists strongly believe that it was inevitable to become global, and the international interactions will make national boundaries less important. On the contrary, the traditionalists doubt the inevitability of globalization; instead, they see more importance on the issue of regionalization. The transformationalists seek the balance of the previous two. They believe that globalization bring significant shifts, but emphasize the importance of local and regional characteristics. Later, in the Chapter 2.2, I will discuss more on the view of the transformationalists.

As far as globalization is concerned, it is necessary to address the issue of English as a global language. The need for a global language is based on the international and business reasons. Crystal (1997, p.5-p.8) pointed out two main factors about why English has become a global language in his book, *English as a*

*Global Language:* One is geographical- historical factors including the strong military power; the other is for socio-cultural reasons. This global language might be influenced by the power of education, political influence, and computer software industry. English becoming the global language is not because it is easy to learn but because of the power, which means the power of the people who use it. And when these peoples fail, their languages fail too. Moreover, according to Crystal (2004, p.30), the aspect of power might include four different subjects: military (political) power, technological power, economic power, and cultural power. It is undoubted that during the 20<sup>th</sup> century, cultural power had affected the spread of English the most. Through the power of the press, TV programs, popular music, movies, various kinds of advertisements, and the international information on the internet, the global spread of English was accelerated and then English affects people's life in every corner of the world.

In Taiwan, English is seen as a foreign language (EFL). In the past, learning English was seen as a role of school subject; but now, English is connected to a value of a product. English is a commodity, which is associated with money and social status (Gimenez, 2001; Xu, 2010). As Gimenez (2001) argued, "*The implication is that, for no other reason, the teenagers should have known English in order to get their hands on the dollar bills in the briefcase*" (pp.296-297). This

suggests that English could be a money-making tool. English in the global perspective is not only a communication tool now, but also representing different functional meanings, such as a symbol of high prestige in Taiwanese society.

## **2.2 English as a Global Language: Glocalization**

“Glocalization” was originally a term from Japanese business practices in the late 80s, and it comes from the Japanese word *dochakuka*, which simply means global localization. Glocalizaion was used as a marketing strategy combining global and local, as multinational companies try to make money everywhere. For example, McDonald has so many branch stores in the world, and most are successful because they have different local menus, foods and ingredients to accommodate different regions. Then, ‘glocalization’ started to be popularized, and the term had been addressed by English sociologist Roland Robertson in the 1990s. Roberstson (1997) defined glocalization as “*the simultaneity --- the co-presence --- of both universalizing and particularizing tendencies*”. Now, glocalization is a hot topic among applied linguistics researchers. The term is also described as an issue between global and local and how globalization affects the framework of local traditions (Pan, 2006; Satyavrata, 2004).

Roland Robertson is a key scholar when discussing glocalization. Here I briefly



discuss some points of his view on glocalization. Although Robertson believed that the world will become a single entity in the final stage, still various societies have different “identities”, which represented the importance of local individuality and are full of diversity of each component (Robertson, 1992, p.175). In the environment of global community, on the contrast, the significance of every country would be raised. Huang (2008) took Olympic Game as an example: when we sit in front of TV watching our representative national players competing in the global fields, the patriotism would be raised, which shows our intensified love for our nation. In my research topic on English (global) in the bilingual menus in the night market (local), the traditional culture (night market) may be intensified and noticed through English. Moreover, Robertson (1994, p.37) indicated that the notion of glocalization may substitute for the term globalization, and he further explained that this in-between relation seemed to be two sides to one coin, “ *local in the global*”, or “ *global in the local*” (Robertson, 1994, p.39-p.44). The history and the traditional foods of Taiwanese night markets represent the local features of Taiwan, and international tourists represent the global features. We can see both local and global elements in Taiwanese night markets. Bilingual menus in Taiwan night markets are products of globalization, and by analyzing the use of bilingual menus we could see the relationship between local and global issues.

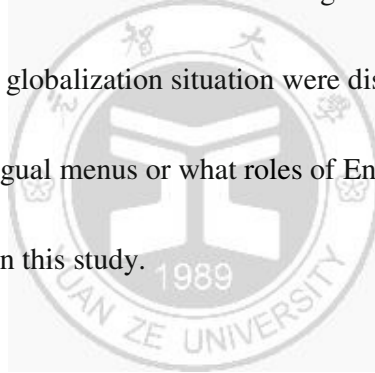
After the Cold War, the world has become more polycentric with the increasing geopolitical influence of Japan, Korea, China and India (Dewey, 2007). Under the impact of globalization on those Asian countries, English has become more important and the power of English also faced the challenge of cultural diversities. This changing worldwide situation fits transformationists' perspective, who believe the influence of globalization but its impact was affected by the world diversity (Held, 2000). The view of transformationist also fits the current status of a world in a glocalization: a hybrid of global and local position. Or we can say, global businesses tend to think globally, but act locally looking at ways to make a way into local markets with their own languages (Dor, 2004). Next, I take some examples of glocalization effects on Asian countries.

Ke (2010) studied the interrelationship between globalization and English education in Taiwan. In the centralized one-way top down internationalization, people see English-speaking countries as the only powerful authority. In the decentralized two-way bottom-up globalization, the world obtains knowledge or influences not only from inner circle countries, but also other expanding circle countries. For example. Other languages started to make influences on English as more new words in English originated from other languages. As Ke (2010) indicated, *“equal power relations also mean that non-English speakers worldwide abandon*

*having an English name such as John and Jenny and instead use their indigenous names”* (p.12), English speakers started to learn how to pronounce those non-English names. These two-way interrelationships made the world more open and diverse. So, Ke suggested that we should not only teach students to learn the global language, but also cultivate students’ global awareness, the knowledge of their own cultures, and respect **for** each other.

Around 1990, Asian countries were exposed to Western cultures from the different types of communication media, such as TV programs. STAR TV was the first regional satellite television in Asia in 1991, and then some famous TV programs had followed the step of STAR TV, bringing various channels to Asian countries, such as CNN, ESPN, HBO and Discovery (Chang, 2003). In Chang’s paper, the author pointed out that when any channel starts its business in Asia, it is of no use to carry on the old notion of globalization. Chang (2003) indicated, *“They soon found that globalization without localization would not work”* (p.24). Instead, those American channels needed to customize its internationally produced programs by subtitling and dubbing into local languages; moreover, they offered country-specific channels with language customization and original programming co-produced with local sectors. Not only TV programs need to re-schedule its broadcastings, but the Western fast foods menus also need some changes, such as McDonald’s and KFC in

Taiwan, which have totally different menus from that in America. Also, Starbucks in Taiwan even included ‘tea’ menu, trying to please Taiwanese consumers. Matusitz (2009) addressed another glocalization example about Hong Kong Disney Land. Because glocalization refers to both minor modifications to global products and more significant changes to those products for a specific local market, Matusitz showed how Disney company changed policies for Chinese customers, such as reducing the ticket price, accepting labor tickets and changing some decorating and settings. In my research, how global English does with the Taiwan night markets’ menus and how local vendors deal with the globalization situation were discussed. What perceptions local vendors have on bilingual menus or what roles of English play in night markets are main issues to discuss in this study.



### **2.3 Language Attitude and Different Sociolinguistic Factors**

The use of language relates language attitude. Language attitude also relates to social linguistic factors which include age, education background and social economic status. According to Crystal (1992), cited in SIL (Summer Institute of Linguistics, Inc) International (1999) website, the definition of language attitude was *“the feelings people have about their own language or the languages of others”*. Language attitude referred to that human beings have different attitudes toward

different languages, and had a specific impression on that language (Saville-Troike, 1982). Also, it referred to that the person shows the level of preference toward a certain language and this attitude would change the judgment of social values and make the person act differently toward different language users. (Du, 2008 cited from Lambert 1974).

Language attitude was formed in each kind of language. Within one language, different linguistic varieties exist in a society. Different variations would be used in different social contexts (Billings & Giles, 2007). As for British English, RP (Received Pronunciation) was a standard variation which was usually used by BBC and upper class people. By speaking this standard English, people would regard you as a higher class person. People have different attitudes toward different kinds of language varieties within one language. Those who speak standard English would be regarded as more high class in society. This phenomenon could explain why most of Taiwanese people still thought that it is better to hire native English teachers rather than local English teachers.

Language attitude relates to language use. According to Park (2009), the underlying language ideologies would determine people's daily linguistic act in society. He studied the ideologies of English, which relates to attitudes toward English in Korea. Because of the ideologies in public discourse such as television

shows, the image of Koreans as bad speakers of English has rooted in Koreans' minds. This situation led people to get the ideology of 'self-deprecation'. The anxieties of speaking up in front of foreigners became more serious. This self-deprecation was not just in Korea; it can also be found in East and Southeast Asia such as Japan and Taiwan. Some people are unspeakable in English because they believed the standard of "correctness" in some Asian countries (Labov 1966, cited from Park 2009). Although people have learned English for many years, they still felt their English capability were too bad to communicate with foreigners. However, in Park's observation, younger generations of Koreans were more confident in their usage of English, due to that they had started to learn English in early age and did not suffer from outdated instructional methods in the class, and they had more choices to study abroad. In Taiwan, younger generations do have more open attitudes when talking to foreigners when compared to elder generations. In general, this 'self-deprecation' is relevant in people's attitude of using English in daily life.

Huang, Huang and Tu (2008) conducted a study which aimed to explore the language attitudes of students toward different languages (Chinese, Japanese& English) and the correlation between their attitudes and advertising effectiveness. Language attitude was considered in two aspects: status and attractiveness (Giles &

Ryan 1982 cited by Huang, Huang and Tu 2008). Status means that the language would give the sense of competence, intelligence and social status. While attractiveness would give people the feeling of kindness and solidarity. Through these two aspects, we can know the views of language attitude of a certain group of people. In their study, 40 Taiwanese college students were grouped into three different language groups (Chinese, Japanese, and English) and answered the questionnaire which contained lots of implied questions about language attitudes toward different objects. Four objects represented different advertising samples: computer, diamond, magazine and chocolate. The result showed that when the advertisements of computer, diamond and chocolate were presented in English, participants showed higher desire of purchase. Most of students gave a high social status attitude toward English rather than Chinese and Japanese. Although, in the surveys of magazine item, most students thought using Japanese would be better than English because Japanese showed people more youth and fashion elements. To sum up, different target languages might affect participants' attitude toward reading advertisements, and even affect their desire of purchase.

Language attitude has relations to many social factors. There was a research about learning motivation and language attitudes. Lai (2001) studied 134 students of the age between 15-18, with different economical backgrounds (middle class 64;

working class 70) about their language attitudes on Cantonese, Putonghua (Mandarin) and English. 31 questionnaire items was used to estimate their attitudes toward these three languages. The result showed that no matter middle class or working class students, their attitudes toward English were very positive on every item: useful to studies and jobs. Using English can show higher economic status in Hong Kong society and most of them loved to study English. The significant difference between middle class or working class students was that the latter thought Cantonese was the best mother language to represent Hong Kong culture. Besides, the majority of the middle class group (over 70%) agreed that English should be used; however, the working class group spread between using the mother tongue (20%), English (33%) and the mixed code (33%).

Age is also one of important social factors that would affect the uses of English and language attitude. Pennington (1998, pp.79-82) conducted a study about which social factors would affect the uses of English by Hong Kongese. The results showed the important hierarchy ranked from 'place of birth', 'education' and 'age'. For the age factor, only 2 of 24 respondents who were 12-29 years old said they did not know English; while 12 out of 15 respondents who were 50+ years old said they did not know the language at all. As the result of his study, if you were born in Hong Kong, had received a university education, aged between 12 and 29 and were



currently studying, it was highly probable that you will have a high proficiency in English. And those younger generations' language attitude toward English would be more positive than the old generation. To sum up, social factors were the key points to affect the use of English and that would also affect their attitude toward English. Moreover, compared to other languages, most people have a positive attitude toward English.

#### **2.4 English Uses in Taiwan**

English in Taiwan had been seen as a foreign language, and its original focus was on the educational perspective, as a school subject for young learners. Then, people use English as a tool to communicate with foreigners in business. But now, English is seen as a valuable product or commodity, not only a subject for test or a tool of communication, but also carrying other functional values. As Mirhosseini (2008) pointed out in his article, *“both language use and language interpretation are value-laden and ideological”* (p.314).

Xu (2010, p.196) addressed Jean Baudrillard's four values of objects on language: the first is “Functional Value”, in which English is used to communicate with native speakers or communicate when both interlocutors are not native speakers. This value is easy to see in Taiwan, such as the road signs or using

business English talking to foreign clients. Second is “Exchange Value”, which means because English is a global language, people learned it in order to exchange academic knowledge or information. Next, “Symbolic Value” refers to that people use English to project themselves as well-educated and give a feeling that he or she is at higher social class. Last is taking on the “Sign Value”, and it refers that English is a sign to gain access to wider community, such as advertisement English. As for bilingual menus, there could have functional, symbolic and sign values in them.

In my opinion, these four values that Xu had pointed out can refer to only one value, that is, the functional value. The language itself is seen as a functional bridge; therefore, by using this tool, we can get the purpose we want (function) no matter it can reach the function of communication or represent a symbolic meaning. Besides, using English in Taiwan gradually become part of a natural conversation in Taiwanese life. For example, Taiwanese people usually say ‘okay’ and ‘let’s go’, replacing the Chinese words 「好」 and 「我們走吧」, or using some English in Chinese songs. This code-switching and code-mixing situation takes place more commonly in Taiwan (Chen, 1996).

However, the function of English in Taiwan could represent different meanings. Lu (2009) studied the English interpreters in Tainan, Taiwan. English interpreter was described as a bridge of glocalization (English was global; Tainan historical sites were

local). Lu pointed out the importance of localization: local characteristic should not be neglected by the globalization trend. It is important to create a special ‘cultural landscape’, which could reflect one’s cultural significance. And also, it could be a symbol to intensify local people’s specialty. Like night markets, the menus of Taiwanese traditional food also play a function of communication bridge in glocalization concept (bilingual menu is global; traditional foods are local). Through English, Taiwan could be rapidly introduced to the international world. In addition, English could be used to promote the product itself, and the obvious example in Taiwan is advertisement.

With the globalization phenomenon, English is shown everywhere in Taiwan, including on the internet, TV, or advertisements. We could also call this process as “Englishization” (Dor, 2004). According to Dor, Englishization means the spread of English worldwide, which affects global economies. This phenomenon would cause the issue of standardization, which means the pursuit of correct spelling and proper grammar of using English. It is true that people through internet, TV or advertisements will be influenced a lot; however, the truly free internet is a multilingual kingdom. Through the invisible hand (cyberspace software), people around the world could maintain and build their own languages. So, that is why every place has its own local English, such as Singlish and Chinglish. Different places make

English into different styles as their own language, even to give English different values instead of a 'language'.

## **2.5 English for Business Purposes in Taiwan**

The use of English on the business purpose (EBP) has raised many concerns in recent years (Belcher, 2009). The purpose of using English in business fields is for non-native speakers to conduct business directly (e.g., in meetings, negotiations, emails). However, English is also used more and more to communicate in larger potential groups: employers& employees, with consumers, and investors. Planken, Meurs and Radlinska (2010) pointed out that the researches related to advertisement English increased rapidly.

Some researchers had examined the purposes of using English and what were the consumers' reactions to those English-mixing phenomena on the advertisements (Bhatia, 1992; Hsu, 2002). Bhatia had examined the phenomenon of mixing language cross cultures. He found that no matter 'open' language or 'close' language, mixing is universal and no exception. According to Hsu (2002), as for Taiwanese readers, English is an important source of attention getters and expressions such as fashion, and music; English also marks positive connotations in advertisements. Also, Hsu, (2002) made a conclusion in her paper that those consumers' attitudes toward English

usages on advertising could convey socio-psychological effects of English. The underlying and functional meanings of English could give consumers the sense of reliability, the guarantee on quality and also the sign of modernity and creativity. Moreover, Bhatia (1987) stated that the elements in socio-psychological features might be hidden in the process of using English-mixing advertisements. People's thoughts on English-mixing advertisements are quite different, just like the study on bilingual menus. Some people accept seeing English on menus and treat it as a sign of globalization, while some people might resist using English; instead, they keep using local languages with consumers.

Many Taiwanese advertisements combine English mixing elements. The definition of "code-mixing" in the advertisement refers to the mixing of two or more languages or language varieties in speech. It is common to use code-mixing in bilingual or multilingual products and situations, and it often shows the solidarity (Hsu, 2007). Here solidarity means when more than two bilingual friends or multilingual colleagues are chatting in a same topic, they cooperate to use one language to express appropriate lexical items. Take an example in Hsu (2007): 「玩得很 *high* , 很開心。」. This example mixes English into Chinese with English to represent having a lot of funs. By using a code-mixing strategy in an advertisement, products might have various functions. And in Hsu's thesis (ibid), the author had

concluded five functions of using code-mixing in the advertisements:

‘Attention-getting’, when showing one meaning, using English is shorter than Chinese, so it could catch customers’ attention easily; ‘Modernization’ is similar to ‘Internationalization’, which functions to bring people a sense of fashion at a worldwide level and also the target has advanced technology or leading the fashion; while for the function of ‘Professionalism’, it pointed out that some advertisements in Taiwan, such as cars or high technology products, they used English to show specific terminology as if they were very professional. The fifth function is ‘Identification’. Like one beauty center in Taiwan (Madenform), it has a famous slogan “Trust me, you can make it”. This company has been well known and was often identified from this slogan. Moreover, the slogan brought a new, modern and professional symbol to their customers.

In addition, some researchers had examined the different types of products and the different kinds of consumers, which would affect the advertising strategies (Hsu, 2008; Chen, 1999). Through correlation analysis of targets’ age, gender and English education background, different consumers could have different reactions to code-mixing situations. Also, some cultural constraints were considered in English advertising choices. For example, the products which connect to more traditional Chinese culture would be less likely to be affected by the influence of English, such

as Chinese medical products and feng-shui issues (Hsu, 2008).

## **2.6 Taiwan Tourism Trend and Night Market Image**

During the recent years, more and more foreigners came to Taiwan. People travel abroad for three main reasons: tour, business and study. Compare to those taking a short tour or a temporary business trip, people who study in Taiwan stay longer. According to Taiwan Tourism Bureau (2010 b), the statistic number of 2010 foreign travelers grew 20.34% compared to the number of the same month from last year. In addition to the growth in tourists, the number of people who came to Taiwan for study has increased seven times during the recent 30 years, and the main factor is that Taiwan government had provided attractive scholarships for foreign students. The Tourism Bureau report also pointed out where the tourists were from: China, Japan, Singapore, Hong Kong, Malaysia, America and other Western countries. There were some possible reasons which might explained for the sharp rise of the statistic number: for example, the recovery of global economy, the advertisements for promoting Taiwan tour in many Asian countries, the increase in air flights, and the government policy that benefits Chinese people traveling to Taiwan.

Owing to the globalization in recent years, international tourism has become a universal phenomenon. Nowadays, the main purpose that people travel around the

world is not only to visit a place's facilities (hotel or airport); instead, they want to see a place's culture, which is called 'cultural tourism'. Cultural tourism is defined by National Assembly of State Arts Agencies (NASAA) of America as "*based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of [a country]*" (NASAA, cited from Lu, 2009, p. 11). Travelers visited a place's traditional cultural activities including local festivals, museums, art events, and great historical buildings to have a cultural trip. A new term 'Cultour' was created from the international cultural tourism. Kuo (2006, p.15-17) had illustrated the three main reasons for the rapid development of cultural tourism: (1) the mass media bring lots of vivid pictures of national cultural events which strongly attract people to visit; (2) with convenient international transportation, going anywhere is faster; (3) because taking a cultour is seen as a intellectual and knowledge tour, cultour increasingly attracts people. With the growth of cultural tourism, people visit a place to learn local cultures, and also bring their own cultures to mix with each other. Night markets in Taiwan are a good example for the mixture culture. Taiwan night markets were formed in the ancient agricultural society. Besides farming in the fields, people used to gather in front of the temples, and gradually this behavior became a regular habit and then night markets formed (Chen, 2010). Although night market is the cultural spot that represents Taiwan's



characteristics, it also contains many nations' food cultures, such as steak house, sushi bar, Thai and Vietnam restaurants.

There are many reasons for foreign tourists to visit Taiwan. According to the Tourism Bureau tourism report (2009), the top three factors that appealed to foreign tourists were the landscape scenery (60%), Taiwanese traditional foods (45%) and Taiwanese friendly attitude (20%). Also, the three main activities foreign tourists did in Taiwan were shopping (85%), visiting night markets (73%) and historical spots (57%)<sup>1</sup>. Besides, another Tourism Bureau report (Graduate Institution of Innovation and Entrepreneurship of Shih-Chien University, 2008) conducted a general survey asking Japanese and Chinese people why they came to Taiwan, the places they would plan to visit and the tourists' background information including nationality, gender, age and socio-economic status. Also, this 2008 report had analyzed both Japanese and Chinese tourists in more details. The first place they had visited was night market (57% for Japanese, 86% for China people). From both surveys, we can find that night market and foods in night markets have played important roles in foreigners' minds, and they cannot come to Taiwan without visiting a night market.

Some researches had examined the foreigners' 'tourism images' of Taiwan night markets. Tourism image was defined as a basic impression to a specific place. This

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<sup>1</sup> The statistic numbers here in Tourism Bureau tourism report (2009) are multiple choice, so the sum of percentage might overpass 100%.

image is one of factors that people decide a trip destination and activities during the trip. Many nations would create a good tourism image to attract people in the world (Su, 2006). One of the researches was conducted by Su (2006), who had studied the tourism image and foreigners' experiences in night markets in Taiwan. Another similar study was conducted by Chang, Hou, Lee and Lin (2008), and in the study, they also identified some socio-demographics that were related to how people produce the night markets images. In addition, Chang and his colleagues focused on comparing the different images for foreign visitors and foreign temporary residents. By cross comparison of images of pre-tour night markets and after-tour night markets, Su (2006) and Chang et al. (2008) both analyzed the different factors that affected the tourism image. Results showed that the tourists' background information and their past traveling experiences would build the pre-tour image; while the after-tour image would depend on the tour experience, and the duration of tourists' stay. The results also showed that the average grade of after-tour image was higher than the pre-tourism image in various conditions (safety, price, environment, and delicious foods) in Taiwan night markets. Through these two studies, we might sum up that most foreigners had good impressions after traveling to night markets in Taiwan; however, it didn't reveal another serious problem: the communication issue between night market vendors and foreign customers.

There was a research on the communication problem of non-Chinese native speakers traveling to Southern Taiwan without an agent (Kane et al., 2005). They wanted to find out how easily foreign tourists travel by themselves. The authors picked some famous travel spots such as Kaohsiung Museum of Fine Arts, Liu-Ho Night Market and Love River Park and did some random surveys and interviews. The result indicated that most night market vendors did not speak acceptable English to sell their products to foreigners; instead, the vendors and foreigners used body language (62%) to communicate. The biggest problem for the non-Chinese speakers traveling in Southern Taiwan is communication problem (52%); in addition to the host of Taiwan vendors not able to speak English, some road signs and food menus lacked of clear English translation.

With the growth of worldwide tourists to Taiwan night markets, the communication issues between local vendors and global tourists become more and more important. By using bilingual menus, communication problems might be solved to some extent, and that is what I would discuss in the next section.

## **2.7 Translation in Chinese Menus**

As the growth of population in international tourists in Taiwan, bilingual menus play a major role. In night markets, it is easy to buy one specific food using body

language. For example, by pointing out which kinds of braised or fried foods you want to eat, you can easily buy the foods you want. However, if you want a cup of drink in night markets, it is hard to point out the drink that you want to order; instead, you need to talk to the vendor or point the item on the menu. Body language might lose its function in communication. For international customers, using English or an English menu is a convenient way to order foods if he or she does not know how to speak the local language. So, the translated menus are a big issue under the globalization phenomenon. Although this study focusing on the functional meaning in the bilingual menus and discusses possible reasons of whether using bilingual menus or not, I would also discuss the translation method when translating menus between Chinese and English as a background knowledge. This may be a problem that local vendors face.

In Shih's (2010) paper, she had collected data from China and Taiwan to analyze and compare which translation method was used. There were two main translation methods; one was called 'Foreignizing Strategy' and the other was called 'Domesticating Strategy'. The Foreignizing Strategy means to take the foreigners (target readers of translation menu) over to the local culture, and making him or her see culture differences. For example, we translate 「餛飩」 into wonton instead of 'stuffed thin dumplings served with soup'. Some translators thought that it was

better to use Foreignizing Strategy to avoid another stronger cultural invasion. On the other hand, some translators might think the most important thing in translation is the efficiency of communication. The Domesticating Strategy might give foreigners a sense of familiarity because they are reading their own languages. For example, 「獅子頭」 was translated into Stewed Pork Ball instead of ‘a head of lion’ or ‘shih-ze-toe’. In Shih’s (2010) study, after she collected data and did sample analysis, she discussed the two translation strategies. In general, Shih found that no matter in China or Taiwan, vendors preferred using Domesticating Strategy (69.2%) to Foreignizing Strategy (30.8%). Her study result showed that the target readers pursued knowing the materials and the cooking style of foods more. However, the author also mentioned that both translation strategies had its pros and cons. So she suggested that after the main item was translated, it was better to add “*a representation about another representation*” as communication clues, which was a technique for making up some lost information. For example, if the famous soup 「四神湯」 is translated into ‘Four Gods Soup’, it should have some making up notes after the translated name to explain the soup’s material or explain the history of who the four gods are.

Because of glocalization, the way of using translation strategies might be changing. However, no matter which strategy is used, the most important thing is to

meet customers' needs, and make them enjoy the meals while introducing our own cultures to foreigners.



## CHAPTER THREE

### METHODOLOGY

#### 3.1 Rationale

In this research, I intended to use two research methods: survey and interview. At the first stage, I used a quantitative method to conduct a field survey in two night markets (Feng-Chia and Shih-Ta night markets). In order to get a general view of this study, I had surveyed all food shops, food booths and beverage shops in these two night markets. By observing each of the food stands, the details of shops' information were obtained including their sign board, menus, the sorts of foods, price, vendor types and chain store information. In Feng-Chia, it took over 8 hours to survey all the vendors; while it took 5 hours in Shih-Ta. Through conducting the survey, the vendors who were using bilingual menus were easily found. Also, I analyzed those bilingual menus. Moreover, some possible factors for using or not using bilingual menus were investigated from the analysis of the collected data. However, only using survey for my study was not enough because it might neglect some individual cases and factors, or lacking some in-depth information. So, at the second stage, I used qualitative method to interview some vendors who were or were not using bilingual menus. By using the interviewing strategy, participants' experiences and thoughts could widen the scope of the survey results. Also, the

chosen vendors could answer some ‘why’ questions to make this study more explicit.

Because using any research method would have its disadvantage, I chose to use mixed method (survey and interview) to widen this study and give it much depth.

### **3.2 Research Design**

There were two research methods used in this study, and I discuss them in two different sections: quantitative method starts from 3.3 Quantitative Data Collection and qualitative method started from 3.4 Qualitative Data Collection.

At the first stage of my research, I selected two night markets in Taiwan to conduct a quantitative survey. I would explain the reasons for choosing Shih-Ta and Feng-Chia night markets, and describe the brief result of my pilot study. In addition, I gave the definition of the range of these two night markets and the definition of bilingual menus in this study. Besides, at the second stage of my study, I describe how to select interview participants and then the interview questions were listed in the end of this section.

### **3.3 Quantitative Data Collection**

#### ***3.3.1 Quantitative Data Collection***

There were approximately 50 large night markets in Taiwan. According to



Cheng (2010), night market was defined as many vendors gathering together at night in a place which provides people to consume on foods and other daily commodities, entertainment, and relaxation. Due to different ways a night market formed, I divide all Taiwan night markets into three main forms: (1) international tourism night markets; (2) college night markets; (3) regional or local night market. I introduce each as following:

International Tourism Night Market: These kinds of night markets were usually planned by government, and always have a large amount of international tourists. Also, international tourism night markets are located in a big city and have many historical scenes to attract foreigners, such as Hwahis Street (華西街夜市), Keelung Miaokow (基隆廟口夜市), and Shihlin night markets. They usually have the largest scale of vendors around Taiwan night markets.

College Night Market: College night markets were formed because the locations were near old historical colleges in Taiwan. These night markets have provided college students the place to eat, play and do social activities, for example, Shih-Ta, Feng-Chia and Chung-yuan night markets.

Local Historical Night Market: This kind of night market usually has the smallest scale of population and is located in suburban or countryside. Also, these kinds of night markets are usually located at the temple or a place where people like

to get around in old times. Besides, some smaller night markets might show up only once a week.

In this research, I chose to study College Night Markets as my subjects for three reasons. First, college night markets were not strongly influenced by the government policy as much as international tourism night markets. Because the policy was set by the government, Hwahis Street and Keelung Miaokow night markets have already used the bilingual or even trilingual menus in large amounts. Without the government's push, it was interesting to search and investigate the reason why vendors use bilingual menus or not. Second, I choose college markets because they are in the average of middle place. The middle place refers to the population of tourists; the degree of globalization was not so global as international tourism night market or local as regional night market; and college night markets have not only foreign visitors and also foreign temporary residents as more and more foreign students come to Taiwan. As for the third reason, because more and more colleges are carrying out bilingual teaching policies in Taiwan, so I suppose this bilingual environments would also affect those night market vendors nearing school on their using bilingual menus. In the future, the trend of using bilingual menus could form a trend. Besides, compared to studying International Tourism Night Markets, which were affected by government through top-down policies, I

choose to study College Night Markets, because they form a natural environment and provide bottom-up and natural reality. Moreover, the reasons I chose Shih-Ta was because it has a progressive bilingual learning environment, and Feng-Chia was the biggest college night market and belonged to the middle place (Taichung) in Taiwan. Also, Feng-Chia is also among the fastest-growing night markets in Taiwan (Wang, 2007).

### ***3.3.2 Area of Shih-Ta and Feng-Chia Night Market Define***

In this study, I choose all of food vendors in Shih-Ta and Feng-Chia night markets. According to Airo Information (2009), who made the night markets map, I selected the most bustling region of these two markets. Please see Appendix A for the main streets that I had included in my study.

Feng-Chia night market is located at the block between Fuxing Rd.(福星路), Wenhua Rd. (文華路), Ln. 55 of Wenhua Rd.(文華路 55 巷) , Ln. 127 of Wenhua Rd. (文華路 127 巷) and Qinghe St (慶和街).

Shih-Ta night market is located at the block between Shih-Ta Rd.(師大路) and Longquan St. (龍泉街); Ln. 39 of Shih-Ta Rd. (師大路 39 巷) and Ln. 59 of Shih-Ta Rd. (師大路 59 巷).

### ***3.3.3 A Brief Report of the Pilot Study***

I had studied Chung Yuan night market as a pilot study to test college night

market's feasibility. According to my study in Appendix B, there were totally 60 night market vendors on Rixin Rd (日新路) and Shijian Rd (實踐路). The result had shown that there were 7 % (4 vendors) of vendors who used bilingual menus. Among the four vendors; there were two vendors selling drink; and two selling foreign foods (teppanyaki and café shop).

I had found some interesting phenomena during the interview. First, a few vendors did not use bilingual menu, yet they had great interests to have one in the future, and their acceptable translation fee (for translating Chinese into English) was all around NT 100. Second, two vendors who did not use bilingual menu strongly refuse to make a bilingual menu in the future because they said that the foreigners buying Chinese foods should use Chinese instead of using English. Third, according to the preliminary result, I had found that chain stores (three of the four were belonged to chain stores) and the shops which had higher prices in food items tended to use bilingual menus.

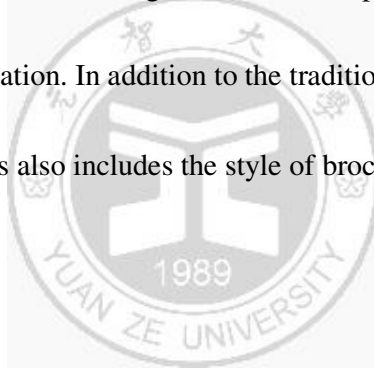
Moreover, the design of bilingual menus in Chung Yuan night market was also interesting (see Appendix C). One type of the menus was English before Chinese, and the other was Chinese before English. Besides, the café shop's menu contained a partial bilingual menu.

After doing the pilot study on Chung Yuan night market, I thought the

percentage of using bilingual menus would be higher in Shih-Ta and Feng-Chia night markets. Moreover, some phenomena (e.g. the higher the price, the higher percentage of using bilingual menus) would also continue to happen in Shih-Ta and Feng-Chia night markets, too.

#### ***3.3.4 Definition of Bilingual Menu***

The term ‘Bilingual’ used here refers to English and Chinese. And the menu means a list of all food items that the vendors sell in their restaurants or roadside stands. Therefore the definition of bilingual menu here represents a vendor’s menu that contains English translation. In addition to the traditional paper style of menus, the form of bilingual menus also includes the style of brochures, wall papers and board signs.



#### ***3.3.5 Survey Items***

After conducting the pilot study in Chung Yuan night market, I added more possible factors into my study. There were some factors to consider in this research: the food category; price, a roadside booth or shop, and a chain store or not. I classified the food category into three main categories: (1) Drinks, (2) Traditional-Taiwanese Foods, and (3) Foreign Foods. Table 3.1 shows example food items in these three categories.

Drinks: All kinds of beverage that sold in beverage shops, cafeteria or any

kinds of restaurant.

Traditional-Taiwanese Foods: Local foods like Oyster Omelet, Stinky Tofu, Fried Salty Chicken, and all kinds of braised foods.

Foreign Foods: Sometimes, there are many exotic foods in the night markets to offer Taiwanese and foreigners different choices, for example, steak house, teppanyaki, western cakes, and spaghetti.

Appendix I showed the survey form which I brought to Shih-Ta and Feng-Chia night markets. There were some examples which I got from pilot study in the Appendix I, too. Moreover, the whole 264 surveyed vendors' information was listed in Appendix D and E.

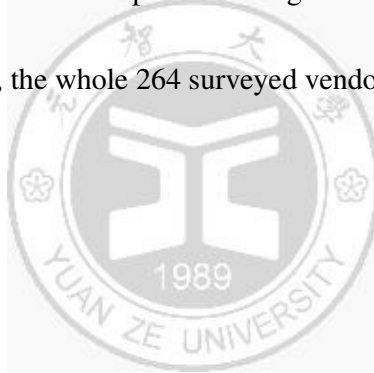


Table 3.1

*The Detail Food Items in Three main Categories.*

Drinks	Traditional-Taiwanese Foods	Foreign Foods
All kinds of drinks and beverage (各式飲料)	Oyster omelet(蚵仔煎), stinky tofu(臭豆腐), fried salty chicken (鹽酥雞、雞排), salt-flavored Chicken (鹽水雞), all kinds of braised foods (各式滷味), hot pot(火鍋), vegetarian restaurant (素食餐館), Chinese restaurant (中式餐廳、快炒店), thick soups (各式羹湯), fried leek dumpling (韭菜盒), all kinds of dumplings (各式餃類包子類粽類), all kinds of noodles (各式麵類麵線米粉), Taiwanese meatballs (肉圓), pig's blood cake (豬血糕), all kinds rice cake (各式米糕類), black rice (各種類鴨血), Asian pancakes (蔥抓餅蔥油餅紅豆餅等餅類), QQ fried ball, rice meals & porridge (各式飯類粥類), spring rolls(春捲), flavored fruits (醃漬水果), mix vegetable rolls (潤餅), sweet potato ball (炸地瓜球), crushed ice dessert (各式傳統冰品), Tofu pudding (豆花), Vegetarian gelatin (愛玉), herbal jelly (仙草), pearl tapioca (各式粉圓).	Western cakes, spaghetti, coffees, cabob (各式串燒), sushi (壽司), tako-yaki (章魚燒), steak, Teppanyaki (鐵板燒), ice cream, crepe, pancake, pizza, hamburgers, hot dogs, Indian nan (烤餅), all kinds of fast foods, yogurt, Bagel, and all of non-Taiwanese dishes.

**3.4 Qualitative Data Collection****3.4.1 Qualitative Data Collection**

I used interview for my second stage of data collection. The total number that I included as my interviewees was 35 vendors (Feng-Chia 23; Shih-Ta 12). After conducting the night-market survey, vendors who used bilingual menu and those not using were identified. I tried to select participants in fair conditions, which meant

the similar percentage that each night market's survey numbers were. For example, the total number of surveyed vendors in Feng-Chia was 183 (69.3%) and Shih-Ta was 81 (30.6%), so the interviewee numbers were Feng-Chia 23 (65.7%) and Shih-Ta 12 (34.3%). Meanwhile, in order to improve the quantitative result, I selected participants based on the principle of diversity. I tried to select participants who represents for different variables and had different backgrounds. For example, I chose at least one vendor whose foods was in higher price than others, whose was lower; chose at least one person representing for chain stores; and chose at least one of each food items (drinks, traditional-Taiwanese foods, and foreign foods). Also, I chose each type of food vendors (shop and booth). This process made me explore the variation within the respondents; moreover, if the selection spreads across the sampled diversity, the study result can be assumed to be reasonably stable. So that, through the interview I can better answer my research questions.

### ***3.4.2 Interview Questions***

The reasons that I interviewed participants were to go a step further to answer my research questions and also supported the survey result. To get the real experiences from my interviewees was the purpose. The interview time was all around 5 to 15 minutes. In Table 3.3, I listed not only the big issues that I want to know, but also, some possible questions in detail; the former just offer readers a big



picture about my study direction; and the later showed the modified questions to ask participants skillfully. I asked vendors the reasons why they wanted to or did not want to use bilingual menus. Understanding their motivations and perceptions about bilingual menu could widen my study. In addition to concerns about vendors' own thoughts, I asked those vendors about customers' reactions when seeing bilingual menus to see if customers' opinions would affect the decisions of using bilingual menus. Moreover, the money spent on hiring persons to translate bilingual menus might be one of the factors that related to vendors' motivation on whether to use a bilingual menu. Also, the functions and the influences of bilingual menus were the issues that I was concerned of in this study. Therefore, through interviews (with questions like: could bilingual menus bring food products or vendors' business a sense of high class? What are the changes after using bilingual menus?), I can know more during the interview.

Table 3.2

*Interview Issues and Questions*

The Issues I Want to Know	Possible Questions to Ask Participants
The factors of using or not using bilingual menus.	Ask vendors who using bilingual menus:
	● Why do you use bilingual menus? [為什麼你會想用中英文菜單呢?]
	● When did you start to use bilingual menu? [你從什麼時候開始用的?]
	● Had there any other Taiwanese customer noticed you using bilingual menu? [有台灣顧客曾經特別注意到你用嗎?]
	● How do you make the bilingual menu? Translate by yourself or ask company to do? [中英文菜單是你自己設計翻譯的還是請別人做的?]
	● How much did you pay for making the bilingual menu? [你花多少錢翻譯菜單?]
	Ask those vendors who are not using bilingual menus:
	● Why do you not to use bilingual menus? [為什麼不做中英文菜單?]
	● Do you want to make a bilingual menu in the future? If yes, [那您未來會想要做嗎?]
Instead of communication value, do bilingual menus represent other functions or implications?	Ask all vendors:
	● What's your perception or any ideas of using bilingual menu? (e.g. Looked as more high class?) [你對雙語菜單有什麼想法或看法? 或覺得使你的店比較高級嗎?]
	Ask vendors who using bilingual menus:
	● After using bilingual menus, what were the customers' reactions? [顧客曾經對您的中英文菜單表示意見嗎?]
	● After using bilingual menus, does it help your business? [雙語菜單是否有生意上的幫助?]

### **3.5 Research Instruments**

For the quantitative study, I brought camera, survey item form (Appendix I), pen and a notebook to do the night markets survey. I took pictures on the menus when finding the vendor who were using bilingual menu and also took some photos on the shops which had English signs.

As for the qualitative study, two voice recorders (in case one fails), pen and notebooks were used to do the interview. Of course, before using camera and pen recorder, I got permission from the participants. In addition, a notebook was carried for keeping notes at anytime.



### **3.6 Data Analysis**

In order to answer my first and second research questions, the first way to do is to get the quantitative data in both night markets. After gathering the data from night market survey, I used descriptive statistics to describe the result in my survey form. Then, I used inferential statistics to see if the data showed the remarkable differences. By applying 'Chi-square test' for the second stage of data analysis, different variables would be compared to see whether a particular factor is statistically significant in relation to using bilingual menus. For example, my survey items included the food category, price, vendor types and shop style; and I compared

them to see if they have a strong relation to using bilingual menus. The analysis procedure includes descriptive statistics→ cross-items comparison→ Chi-square test.

After analyzing the survey, I transcribed the data from recording to textual forms and also examined the transcription notes from interviews. From decoding the interview information, I tried to answer my research questions why vendors use or do not use bilingual menus and find some supports and evidences to back up my quantitative study. By comparing interviewees' answers, study results would be more clearly confirmed. Moreover, to answer the third question of my study (what kind of translation strategy were used when made bilingual menus?), I also examined the features on the bilingual menus and compared with Shih's (2010) study result using translation strategy framework<sup>2</sup>.

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<sup>2</sup> Domesticating strategy (meaning translation )or Foreignizing strategy (literal translation).

## CHAPTER FOUR

### RESULTS

This study result had analyzed data from Feng-Chia and Shih-Ta college night markets. Because both qualitative and quantitative research methods were used in this study, 4.1 showed the total descriptive statistics; 4.2 dealt with the variables comparisons of quantitative data, and 4.3 presented the results of qualitative study. Section 4.4 showed the analysis of bilingual samples, including the translation strategy and specific bilingual menu cases in night markets. Finally, the summaries of results for each research question would be given in section 4.5.

#### 4.1 Descriptive Statistics in Surveys

264 vendors were surveyed as the samples in the study, including 183 in Feng-Chia and 81 in Shih-Ta night market. In 4.1.1 to 4.1.6, the descriptive statistics of frequency counts of independent variables (food category, price, vendor type& chain store) are presented.

##### *4.1.1 The Use of Bilingual Menu*

In this study, menus were categorized into three types: 1. monolingual menu only Mandarin, 2. partial bilingual menu and 3. all bilingual menu. Partial bilingual

menus indicated that some dishes are bilingual and some are not. For example, Macdonald in this research belongs to ‘partial bilingual menu’, it only had beverage parts with bilingual menus but there was no English translation in the part of foods. Table 4.1 showed the counts and the percentage of each items. Three-fourths of all surveyed vendors only used monolingual/ Mandarin menu.

Table 4.1

*Frequency Count of the Use of Bilingual Menu*

Menu types	Feng-Chia	Shih-Ta	Total	%
All bilingual menu	33 (18%)	27 (33%)	60	22.7 %
Partial bilingual menu	1	4	5	1.9 %
Monolingual menu	149	50	199	<b>75.4 %</b>
Total	183	81	264	100%

As can be seen in table 4.1, vendors who used bilingual menus were approximately 23%. In Feng-Chia, about 18% of vendors had bilingual menus; while in Shih-Ta the proportion was about 33%. Compared to the result of my pilot study (Chung-Yuan night market 7%), Feng-Chia and Shih-Ta were much higher. Especially, almost one out of three vendors used bilingual menus in Shih-Ta night market. The main reason, through the interview with vendors, was that Shih-Ta university had offered many courses for foreigners to learn Chinese. Lots of foreigners stayed there and forced vendors to add bilingual menus to welcome these potential customers.

#### 4.1.2 Food Category

There were four food categories included in this study: ‘only drinks’, ‘only traditional Taiwanese foods’, ‘only foreign foods’ and ‘mix’. ‘Mix’ refers to those vendors who sold more than one food category in their restaurants. As can be seen in Table 4.2, we can find that the food category with most vendors sold was “only traditional Taiwanese foods” (52.3 %). Also, in both night markets, traditional Taiwanese foods played a huge part, too.

Table 4.2

*Frequency Count of the Food Category*

Food category	Feng-Chia	Shih-Ta	Total	%
only drink	33 (18%)	13 (16%)	46	17.4 %
only Taiwanese	<b>99 (54%)</b>	<b>39 (49%)</b>	138	<b>52.3 %</b>
only foreign	29 (16%)	12 (15%)	41	15.5%
mix	22 (12%)	17 (20%)	39	14.8 %
Total	183	81	264	100 %

#### 4.1.3 Price

Because the price range is 50 NT dollars, I divided them into five price range:

Low (\$50↓), Medium Low (\$50↓+ \$51~\$150), Medium (\$51↑~\$150), High (\$51↑~\$151↑) and Mix. See Figure 4.1 below for more detail.

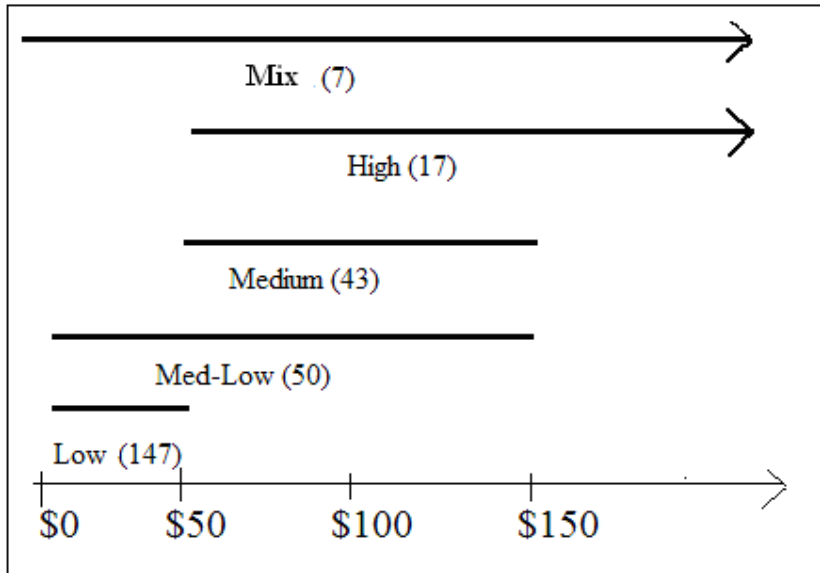


Figure 4.1. Number of Vendors in Different Price Range<sup>3</sup>

As can be seen in figure 4.1, most of vendors sold foods/ drinks in Low price range. Through my observation, the price between NT 25 to NT 50 was the largest amount in low price range. On the other hand, the higher the price was, the less count of the food items. Moreover, from Table 4.3, we can see that Low was the largest part in night markets (55.7%). In the Feng-Chia night market, vendors who sold Low price foods were occupied the most price range (61%) in the study then the vendors who sold Med-low were in second place (19%). Compared to Feng-Chia, vendors who sold Low price range in Shih-Ta (44%) was as not so high as Feng-Chia, and the percentage of those vendors in Shih-Ta with their price which belonged to High (10%) surpassed Feng-Chia (5%) by two times. Combining Table

<sup>3</sup> The number in the brackets in Figure 4.1 shows the counts of that price range. In addition, the arrow here (->) represents any price which over passing NT 150.



4.2 and 4.3, we can notice that Taiwanese traditional foods of low price were the main types of vendors in both Feng-Chia and Shih-Ta night markets.

Table 4.3.

*Frequency Count & Percentage of the Price*

Price range (NT dollar)	Feng-Chia	Shih-Ta	Total	%
Low	<b>111 (61%)</b>	<b>36 (44%)</b>	147	55.7 %
Medium Low	35 (19%)	15 (19%)	50	18.9 %
Medium	26 (14%)	17 (21%)	43	16.3%
High	<b>9 (5%)</b>	<b>8 (10%)</b>	17	6.4 %
Mix	2 (1%)	5 (6%)	7	2.7%
Total	183	81	264	100%

#### 4.1.4 Vendor Types

Vendors in both night markets were categorized as either shop or booth. In Feng-Chia, booth vendors outnumbered shop vendors (Table 4.4); while it was totally the opposite in Shih-Ta which has 88% shop vendors and 12% booth vendors. It turned out that in total average, shop vendors had occupied in nearly 60% (157) in the night markets while booth vendor was only 40% (107).

Table 4.4:

*Frequency Count of Vendor Type*

Vendor Type	Feng-Chia	Shih-Ta	Count	%
Shop	86 (47%)	<b>71 (88%)</b>	157	59.5 %
Booth	97 (53%)	<b>10 (12%)</b>	107	40.5 %
Total	183	81	264	100%

#### ***4.1.5 Chain Store***

From the Table 4.5, the proportion of vendors which belonged to one of chain stores in night markets was about 38% (100), while that of independent vendors was about 62% (164). There was no significant difference between two night markets, and both showed that independent vendors were the majority in the night markets. In Taiwanese culture, big companies had more chance to own chain stores in big cities; while large chain stores were not usually seen in the night markets.

Table 4.5.

*Frequency Count of Chain Store*

Chain store	Feng-Chia	Shih-Ta	Count	%
Have chain store	64 (35%)	36 (44%)	100	37.9 %
Independent vendor	119 (65%)	45 (56%)	164	62.1 %
Total	183	81	264	100%

#### **4.2 Comparisons of Variables**

In this section, the four independent variables (Food category, Price, Vendor type & Chain store) which might be related to using bilingual menus would be examined in 4.2.1. Section 4.2.2 will show the comparisons between two night markets.

##### ***4.2.1 The Significance of Four Independent Variables to Bilingual Menu***

The independent variables in this study are four: food category, price, vendor

type and chain store. Table 4.6 showed the analysis of the relation between these four variables and the use of bilingual menus. Chi-square test was used to examine the relations. The larger number of Chi-square value means the stronger degree of relation with bilingual menus, and p-value shows the significance.

Table 4.6.

*Cross-comparison with the Use of English Board Sign and Bilingual Menus: A Summary of Chi-tests*

Independent Variables	Bilingual Menu	
	$\chi^2$	p-value
Food Category	42.383	0.000***
Price	<b>86.65</b>	0.000***
Vendor Type	23.15	0.000***
Chain store	7.766	0.021*

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

As can be seen in Table 4.6, we can find that these four variables had a significant relationship with using bilingual menus ( $p < .05$ ). From the Chi-square values( $\chi^2$ ) shown in this table, all of four variables are significantly related to the use of bilingual menus. Especially, the ‘price’ influenced the most. I also collected data to compare those variables with English board sign. Except for vendor type, food category, price and chain store are related to the use of English board sign.

#### ◆ Food Category

Table 4.7 showed the situation of different food categories relating to bilingual menus. In Chi-square test, the value of the residual indicates the degree of relation

between the two variables in the study. Residual is the difference of expected count and count. In Table 4.7, the correlation between Taiwanese foods and not using bilingual menu showed strong relation, and that might mean vendors of Taiwanese foods had tended to use monolingual menus (residual is -13.4). In contrast, foreign food vendors (residual is 6.7) and mix vendors (residual is 10.1) showed the higher tendency to use bilingual menus. From the survey, it can be found that most mix vendors were belonged to foreign cafeteria or higher price restaurant, so the amount of using bilingual menus was high.



Table 4.7.

*Food Category Crosstabulation*

Menu Type		Food Category				Total
		Drink	Taiwanese	Foreign	Mix	
All Bilingual	Count	7	18	16	19	60
	Percentage	11.7%	30.0%	26.7%	31.7%	100%
	Expected count	10.5	31.4	9.3	8.9	--
	Residual	-3.5	<b>-13.4</b>	6.7	10.1	--
Partial	Count	1	0	1	3	5
	Percentage	20.0%	0.0%	20%	60%	100%
	Expected count	0.9	2.6	0.8	0.7	--
	Residual	0.1	-2.6	0.2	2.3	--
Monolingual	Count	38	120	24	17	199
	Percentage	19.1%	60.3%	12.1%	8.5%	100%
	Expected count	34.7	104	30.9	29.4	--
	Residual	3.3	<b>16.0</b>	-6.9	-12.4	--
Total	Count	46	138	41	39	264
	Percentage	17.4%	52.3%	15.5%	14.8%	100%

Chi-square value=42.383;  $p < .05^*$

#### ◆ Price

As can be seen in Table 4.8, the variable of price indicated a clear relation: the higher the price was, the more chance they had bilingual menus. Similarly, the lower the price, the less likely vendors used bilingual menus (residual is -11.5). And the relation is shown more clearly in *Figure 4.2*, which can be seen that when the price is 'high', the percentage of using all bilingual menus is the highest (53.0%). Meanwhile, there is a strong contrast that monolingual menus occupies 85.% in low price.

Table 4.8

*Price Crosstabulation*

Menu Type		Price					Total
		Low	Med-Low	Med	High	Mix	
All Bilingual	Count	22	14	13	9	2	60
	Percentage	36.7%	23.3%	21.7%	15.0%	3.3%	100%
	Expected count	33.4	11.4	9.8	3.9	1.6	--
	Residual	<b>-11.5</b>	2.6	3.2	<b>5.1</b>	0.4	--
Partial	Count	0	0	1	1	3	5
	Percentage	0.0%	0.0%	20.0%	20.0%	60%	100%
	Expected count	2.8	0.9	0.8	0.3	0.1	--
	Residual	-2.8	-0.9	0.2	0.7	2.9	--
Monolingual	Count	125	36	29	7	2	199
	Percentage	62.8%	18.1%	14.6%	3.5%	1.0%	100%
	Expected count	110.8	37.7	32.4	12.8	5.3	--
	Residual	<b>14.2</b>	-1.7	-3.	<b>-5.8</b>	-3.3	--
Total	Count	147	50	43	17	7	264
	Percentage	55.7%	18.9%	16.3%	6.4%	2.7%	100%

Chi-square value= 86.652;  $p < .001$ \*\*\*

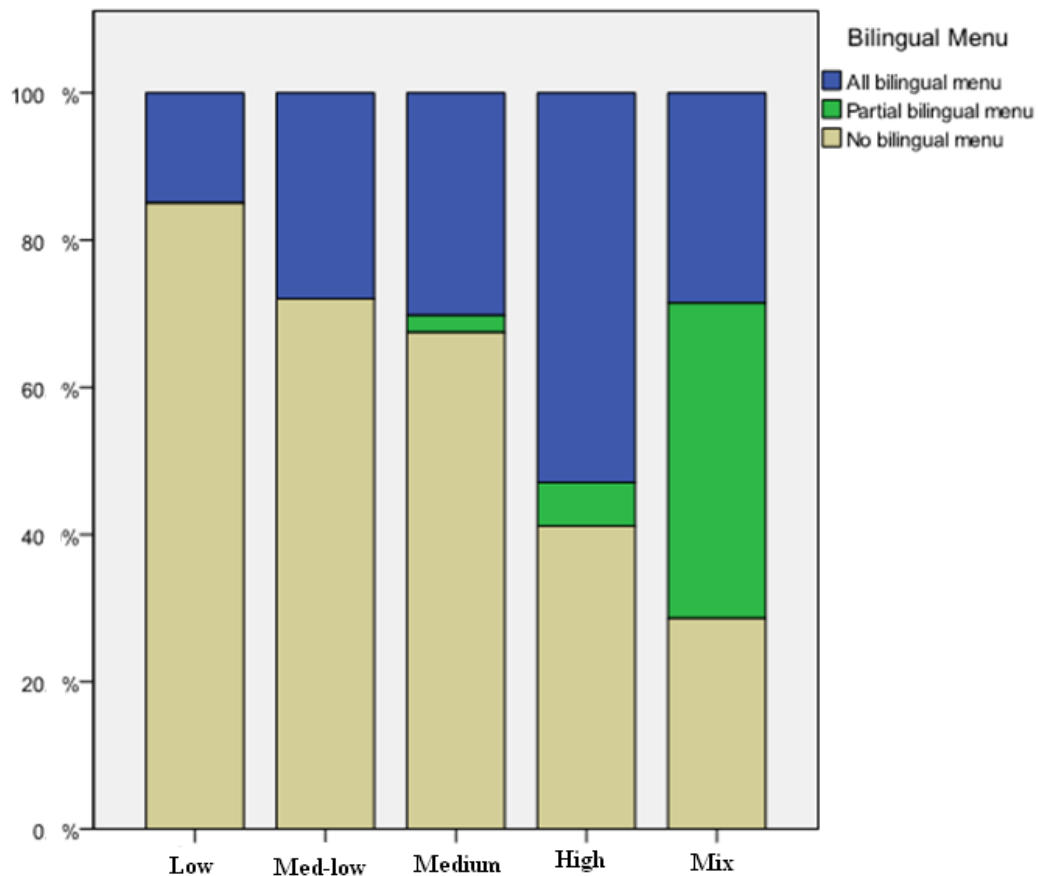


Figure 4.2. Price with Bilingual Menu Bar Chart

#### ◆ Vendor Type

The third variable is the 'vendor type', which refers to 'shop' and 'booth'. The result showed that 'shop' vendor had more contribution in using bilingual menus (residual is 14.3,  $p < .05$ ). It was because most of shop vendors sold higher-priced foods than booth vendors.

#### ◆ Chain Store

In addition, the last variable is 'chain store', and the result indicated that the vendors who belongs to one of the chain stores had higher tendency to use bilingual

menus (residual is 8.3,  $\chi^2 = 7.766$ ,  $p = 0.021$ ).

Although these four variables were all significantly related to using bilingual menu, did they have significant relations among one another? SPSS software was used in Table 4.9 to evaluate the effective size (phi-value). If phi-value is around 0.1, it means small effect size; if phi-value is around 0.3, it means medium effect size; and if it is about 0.5 or over 0.5, it means large effect size. Table 4.9 shows the result that they did have significant relations between ‘food category’, ‘price’ and ‘vendor type’. For example, food category got strong relation with price on the fact that most of traditional foods were belong to low price range (phi-value is 0.583). Also, foreign food vendors got medium effect size with shop vendors (phi-value is 0.288). To sum up, the result of this study showed booth vendors of traditional Taiwanese food with price range below NT 50 are less likely to have bilingual menus ( $p < .001$ ).

Table 4.9.

*Significance between Four Variables*

Variables	Variables					
	Food Category		Price		Vendor Type	
	$\Phi$ (phi)	p-value	$\Phi$ (phi)	p-value	$\Phi$ (phi)	p-value
Price	0.583	0.000***	--	--	--	--
Vendor Type	0.288	0.000***	0.336	0.000***	--	--
Chain store	--	<b>&gt;0.05</b>	0.218	0.014*	0.183	0.003**
<i>p &lt; .001***</i>						



#### 4.2.2 The Comparison Between Feng-Chia and Shih-Ta Night Markets

The previous section discussed the relations between using bilingual menus and different independent variables. As can be seen in Table 4.10, 33% of vendors in Shih-Ta night markets used bilingual menus, while only 18% Feng-Chia's vendors did (residual is 8.6). Residual 8.6 means that there are 8.6 counts more than the expected count in Shih-Ta. In other words, monolingual menu users in Feng-Chia were apparently more than in Shih-Ta (residual is 11.1).

Table 4.10

*Night Markets Crosstabulation*

School		Menu Types			Total
		All Bilingual	Partial	Monolingual	
Feng- Chia	Count	33	1	149	183
	Percentage	18.0%	0.5%	81.5%	100%
	Expected count	41.6	3.5	137.9	--
	Residual	-8.6	-2.5	<b>11.1</b>	--
Shih- Ta	Count	27	4	50	81
	Percentage	33.3%	5.0%	61.7%	100%
	Expected count	18.4	1.5	61.1	--
	Residual	<b>8.6</b>	2.5	-11.1	--
Total	Count	60	5	199	264

Chi-square value=14.39; p=.001\*\*

Moreover, the four independent variables (food category, price, vendor type & chain store) were examined in each of the two night markets. Result show that both markets sold similar types of foods and had similar proportions of chain stores

( $p > .05$ ). The variables 'price' and 'vendor type' showed the significant relation in comparing these two night markets ( $p < .05$ ). Table 4.11 showed the Chi-square value and p value of these four variables in both night markets. As table 4.11 had showed, 'price' and 'vendor type' were the main difference in both night markets. Comparing these two night markets, in Shih-Ta, the price were higher and there were more shop vendors, which indicated that Shih-Ta would have more bilingual menus' users, and this result was reflected the result of section 4.2.1

Table 4.11.

*A Summary of Chi-square Tests*

Variable 1 Night Markets	Variable 2			
	Food category	Price	Vendor type	Chain store
$\chi^2$	3.061	11.854	38.511	2.141
p-value	0.308	<b>0.018*</b>	<b>0.000***</b>	0.143

### 4.3 The Results in Interview Questions

In this section, the answers of interview questions were examined. Answers from those vendors who used and those did not use bilingual menus would be separately discussed in 4.3.1 and 4.3.2 . There are totally 35 interviewees, 23 from Feng-Chian and 12 form Shih-Ta. In Feng-Chia night markets, 13 interviewees used bilingual menus and 10 did not; while in Shih-Ta, 9 interviewees used bilingual menus and 3 did not. The details of interviewees' information were listed in

Appendix F. Table 4.12 showed the distributed statistics of each variable about interviewee's information.

Table 4.12.

*Distributions of Interviewees*

	Items	Feng-Chia	Shih-Ta	Total
Food category	Drink	3	2	5
	Traditional	8	7	15
	Foreign	7	0	7
	Mix	5	3	8
Price	Low	12	5	17
	Med-low	4	2	6
	Medium	6	3	9
	High	2	0	2
	Mix	0	1	1
Vendor type	Shop	15	11	26
	Booth	8	1	9
Chain store	Yes	7	8	15
	No	5	4	20
Bilingual menu	Yes	13	9	22
	No	10	3	13
Total		23	12	35

#### ***4.3.1 Answers of Interviewers Who Used Bilingual Menus***

##### **(1) Why do you use bilingual menus?**

The purposes found through the interview were listed below in Table 4.13.

The total number of interviewed vendors who used bilingual menus was 22 in two night markets. The numbers in the brackets were the total counts (multiple choices).

A total of eight reasons are shown in Table 4.13 and explanations and examples were described following the table. Also, original Chinese transcriptions from the

interview were listed in Appendix G.

Table 4.13.

*Answers of the Reasons Why Using Bilingual Menus*

Items of Answers	Frequency
a. Lots of foreign customers	16
b. Original Western foods	5
c. Give convenience to foreigners	4
d. Low English proficiency	3
e. Promote Taiwanese culture	2
f. Customers made bilingual menu for them (Not vendors' own ideas)	2
g. Creativity	1
h. Cooperate to school's activity	1

**a. Lots of foreign customers**

As can be seen in Table 4.13, the main reason for those vendors using bilingual menus was because there were lots of foreign customers (16 of 22). As tourists to Taiwan have increased so fast along with the growth of international students, many of them chose to visit night markets as one of trip schedules. In the environment which has many foreigners, it was normal for most vendors to make a bilingual menu to attract foreign customers. As vendor No.11 pointed out, "*Because Feng-Chia is famous, that means, lots of foreign tourists would come to visit, so (we) need English menus*". 『因為逢甲這邊算有名啊！就是，很多外國遊客會來觀光啊，所以需要英文菜單。』.

## **b. Original Western foods**

In addition to many foreign customers, some vendors indicated the food products which were originally from Western countries as the reason. For most vendors who sold western foods, they thought using English to match Western foods was nature and normal. And just like in Chinese markets in the U.S, they sell traditional Chinese foods with the use of Chinese language in the menus. Some vendors who sold hot dogs (No.22), yogurt (No.5 & No.12), and bagel (No.24) shared the same thoughts, and here was an example of their points of view:

*“Because bagel is a foreign food, it suggests that there will be more foreign customers; also, the place here is near university, and lots of professors and foreign students would buy bagels”.*

『因為貝果本來就是外來的食物，外國客戶比較多，然後這邊是大學區啊，教授和外國學生都很多啊！』

(Vendor No.24\_Shih-Ta\_Transcription Note.)

From the interviewees' answers, it reflected the quantitative result. From the analysis of the survey, the food category, 'Foreign food', was one of the strong variables that affect the use of bilingual menus. Compared to traditional Taiwanese foods, which was less percentage in using bilingual menus, foreign foods were connected to the familiar language (English), and it was nature to use the country's language to sell that country's foods.

### **c. Give convenience to foreigners**

Reason *c.* relates to reason *a.* that it was because of many foreign customers.

But the difference is the key word ‘convenience’ to foreigners. Vendor No.28, who sold one kind of Asian pancakes had pointed out the attraction of night markets to foreigners, so the need of bilingual menus were made for them to order meals in *convenience*.

### **d. Low English proficiency**

Moreover, the other reason why they want to make bilingual menus was because the inefficiency of vendors’ English oral conversation proficiency. It was better if you can respond to foreigners’ questions about your food products, but most of vendors were incapable of talking to foreigners right away, so they decide to make a readable menu to communicate with foreigners. For example, vendor No.3 said, “*Because there are too many foreigner visitors, and my English is not quite good*” 『因為這裡外國觀光客太多，自己也不怎麼太會講英文。』.

### **e. Promote Taiwanese culture**

Using English to promote Taiwanese culture was a good idea. Here, English had become a communicative tool to promote a country’s specialty. Vendor No. 34 had pointed out that because their beverage store was related to Chinese style, and they wanted to promote this ‘tea culture’ to foreign people, so they start to make

bilingual menus in the beginning of the shop opening. In order to promote Taiwanese foods to foreigners, vendors made bilingual menus to attract customers' attention and tried to make more money.

**f. Customers made bilingual menu for them (Not vendors' own ideas)**

As for reason *f*, made by customers, which were the interesting cases: It was not vendors who wanted to do the bilingual menus, but the frequent customers who suggested the vendors to make the bilingual menus. Under customers' suggestions, they added bilingual menus to their shops. These two cases include *No. 29*, who sold mixed vegetable rolls, and vendor *No. 31*, who sold pot stickers; the former one pointed out that the bilingual menus were made by a female Taiwanese customer, and every time she brought foreign friends, she needed to translate again and again so she made bilingual menus for the vendor and herself; moreover, the later one indicated that the bilingual menus were made by one of her frequent customers, who was from Japan studying Chinese in Shih-Ta. The Japanese woman pointed out that it is popular to have bilingual menus in Japan and she usually brought her friends to eat pot stickers. These two cases were seldom seen as normal cases. This result pointed out the trend of using bilingual menus that not only vendors themselves would want to make bilingual menu, but also some customers would give suggestions to them.

### **g. Creativity**

The other reason was about creativity. Vendor No.21 said, “*Our boss wants to distinguish our shop from other same noodle stores*” 『我們老闆想要跟別家店不太一樣。』. Customers might be appealed by its special bilingual menus.

### **h. Cooperate to school's activity**

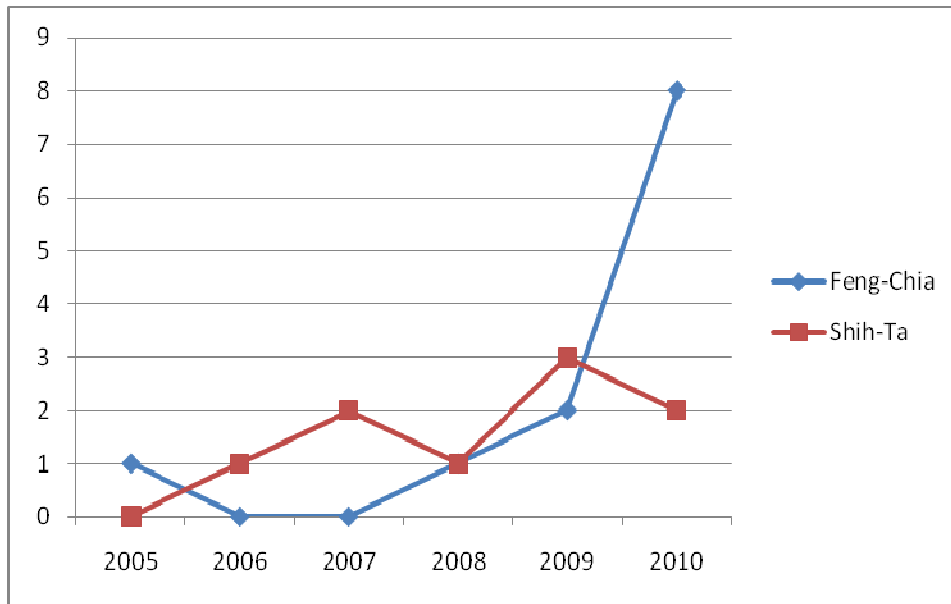
And one of the vendors (No.32) indicated that it was because he wanted to cooperate with Shih-Ta's activities for foreign students using food tickets to buy food in night markets. As Shih-Ta is the biggest institution for teaching foreigner learning Chinese, the school holds many activities to let foreign students touch Taiwanese culture. And one of the activities was giving food-ticket to use in the Shih-Ta night market.

### **(2) When did you start to use bilingual menus?**

Figure 4.3 below showed when the vendors started to use bilingual menus, with the numbers in Feng-Chia and Shih-Ta respectively. There were 14 vendors in Feng-Chia (2 missing data) and 9 vendors in Shih-Ta. Some vendors started to use bilingual menus when they operated their business at beginning; and some of them used bilingual menus when they did a renovation recently. This figure was conduct in 2011, and the data were collected from interview answers. As can be seen in Figure 4.3, a high percentage of Feng-Chia vendors started using bilingual menus



from last year (2010), while most of cases in Shih-Ta started using between 2 to 4 years ago in average. We might conclude that using a bilingual menu might be a new trend in Feng-Chia night markets during recent years.



*Figure 4.3. The Year when Interviewed Vendors First Started to Use Bilingual Menus*

**(3) How did you make bilingual menus? By yourself or professional translation center? And how much it cost?**

There were five main types that the vendors ask for help when making the bilingual menus: self, friends, chain store parent company, family members & customers. The vendor counts were listed in Table 4.14.

Table 4.14

*The Counts of Who Did the Bilingual Menus*

Types	Counts	Vendors' number
Self	8	(No. 1, 5, 12, 19, 21, 24, 28, 30)
Friends	5	(No.3, 4, 11, 27, 32)
Chain store parent co.	4	(No. 6, 10, 22, 25)
Customers	3	(No. 13,29, 31 )
Family Members	2	(No. 20, 26)
Total	22	--

From Table 4.14, most vendors chose to make bilingual menus by themselves, and most of them sold foreign foods as well. Asking friends for translating menus were common during night market vendors, because those vendors were not good at English and they asked friends who had better English ability for help. There were four vendors whose companies provide a consistent translation to whole Taiwan chain-store shops. However, it was interesting that three customers help to make the bilingual menus as volunteers, and the reasons were explained at the answers of first interview question in this section that it were not vendors who wanted to make bilingual menus but customers who wanted to help making one. But there was a case in which it was vendor herself who wanted to do a bilingual menu and she asked one of Feng-Chia teachers to make a bilingual menu for her (vendor No.13).

Furthermore, two vendors who both sold traditional Taiwanese foods asked their families for help, and both of them asked the younger generation to translate Chinese menu into English (one was daughter-in-law, another was daughter). Take a vendor who sold tofu pudding for example:

*“Because here has so many foreigners and my English ability is not good. My daughter had studied abroad for a while, so she offered doing bilingual menus for me. It is very convenient, foreigners can understand different flavors and I also can understand what they want as there is Chinese version besides English” The old lady told me the reason.*

『因為我覺得這邊的外國人滿多的，然後我的英文又不太懂，剛好我女兒有到國外念書去嘛，所以她就說要幫我做。所以客人來的時候不懂可以看，因為英文旁邊有中文 所以我就也看得懂他的要什麼。』老媽媽回答我的問題。

(Vendor No.26\_Shih-Ta\_Transcription Note.)

This old lady's daughter had studied abroad, and she can help her mother to translate local foods' name into English. Besides, she was so considerate to write smaller Chinese beside English which let her mother understand what foreigners' needs. Some people who had better English proficiency, such as teacher, younger generation or foreigners, would volunteer to make bilingual menus for their familiar vendors. As a result, no one asked the professional translation center to do it. Therefore, doing bilingual menus in this study were all free without spending any money.

#### **(4) What are your perceptions about bilingual menus?**

In this questions, there included two sub-questions: a. The broad view of bilingual menus; b. Could bilingual menus bring food products or vendors' business a sense of high class?

**a. The broad view of bilingual menus:**

The interview results of this question had shown that bilingual menus mainly brought convenience to communication between vendors and foreigners. There were more than ten vendors indicating that bilingual menus were an important communicating tool. As to give foreigners a convenient communication environment, most vendors believed that effective communication was the main role that bilingual menus played. Vendor *No. 27*, who sold beef noodles in Shih-Ta night markets, shared his opinions that doing bilingual menus gave convenience to those foreigners and it was just like if we go abroad, we would be surprised and feel warm when their vendors doing Mandarin translation for us.

The interesting part in this answering about the viewpoints about bilingual menus was that there were two vendors strongly indicating that it is now necessary and a *basic* tool to use bilingual menus in modern society. One of them was vendor *No. 12*, who is a male selling yogurt in Feng-Chia night markets. Because he was born in America, his first language is English, while Mandarin is his second language. According to him, vendors in the Feng-Chia night markets *must* use bilingual menus to show the respect to other foreigners. They should follow the government's policy of promoting English. Not only

those selling foreign food should use, vendors selling fried salty chicken or selling other traditional Taiwanese foods also need to. This was a basic skill and a right manner to respect each other. Another vendor, No. 24, who is female selling bagel in Shih-Ta night markets, held the similar point of views on the necessity of using bilingual menus in modern society, but she thought some Taiwanese traditional vendors did not think it necessary to use bilingual menus.

*“Because we are in a multi-cultural global village instead of living in conservative village, except for those selling traditional Taiwanese foods, it is necessary to use bilingual menus for most of vendors.”*

『現在一定要雙語啊!除了一些麵啊像是切仔麵，台灣小吃等那些應該不需要。因為我不知道那些傳統小吃會不會放。但是我覺得其他人一定要放，因為現在社會是一種多元化，不像是傳統鄉村啊。』

(Vendor No.24\_Shih-Ta\_Transcription Note.)

According to those two vendors, bilingual menu was not only a communication tool to them, but it had also become a basic attitude or a normal habit in their daily life. They had an open-minded attitude to embrace what globalization brought to Taiwanese society. These two cases contrasted with those vendors who thought bilingual menus were useless in night markets (see pp.84-85).

**b. Could bilingual menus bring food products or vendors' business a sense of high class?**

Through this sub-question, I am wondering if English has other function instead of only communicating. However, through the result, there were total 12 vendors who did not think bilingual menus would bring any sense of high class in their business; while there were only 5 vendors believed that bilingual menus really make his/her food product appear higher level compared to others. It was worthy to discuss that these five vendors were all sold Taiwanese foods and Japanese foods. None of Western foods vendors had thought that using bilingual menus would make their business feel higher class. It was because most of Western vendors naturally thought that they need to use bilingual menus. Since most traditional food vendors did not take for granted for using bilingual menus, they thought that using bilingual menus was 'fashion' and 'high quality'. For example, two vendors (*No.31 & No.32*) who thought bilingual menus would bring the sense of high class also pointed out that 'internationalization' equals to 'high quality'.

**(5) What are the changes after using bilingual menus?**

Through this question, it follows two related sub-questions: a. Does it help your business? b. Had there any Taiwanese customers noticed you using bilingual menu?

**a. Does it help business?**

As can be seen in Table 4.15, it was about 50% of vendors who thought that using bilingual menus could improve business but half said there was no help. Vendors (No.5 & No.26) who said no difference in both night markets pointed out that their customers were mostly the residents near the night market, and those who took a short trip to Taiwan did not affect the business very much. Besides, vendor No.26 indicated that visitors would focus on the foods' flavor and degree of tasty rather than the changes of menus:

*“It did not help business a lot. Because as we run business (restaurant), we focus on foods' flavor more (than the designs of menu), and that would appeal customers. One day, I changed my board sign; while my business was still very good!”!*

『生意上沒什麼幫助，因為我們做這個的，要比較務實注重食物的味道，客人才會來。有一天，我要換招牌，那天生意還是嚇嚇叫。』。

(Vendor No.26\_Shih-Ta\_Transcription Note.)

However, vendors who sold traditional Taiwanese foods said that they now appealed lots amount of foreigners (No.21, No.27, No.28, No.29 & No.31).

According to vendor No.28, who sold Asian pancakes, she gave me an approval answer that there was a change on foreign customers' attitude.

*“After using bilingual menus, does it help your business”? I asked.*

*“Definitely yes, our sale amount has increased since bilingual menu was*

*done. Before this, foreigners were very nervous to order from us, then now they can order naturally so it attracts more customer to come". She said.*

「自從用了雙語菜單之後，你們生意有變好嗎？」我問。  
『有啊，生意有變好。像之前外國客人看不懂他們就很緊張，現在看的懂就會直接跟我們點菜。』她說。

(Vendor No.28\_Shih-Ta\_Transcription Note.)

There was a significant difference between different food category vendors' answers.

And I will take more examples in section 4.3.3.

Table 4.15.

*The Change of Customers Amount After Using Bilingual Menus*

	Feng-Chia	Shih-Ta	Total
More Foreign customers	2	4	6
More Taiwanese customers	2	1	3
No difference	4	3	7

**b. Had there any customers noticed you using bilingual menu?**

In the result of this question, one vendor in Feng-Chia answered yes, but other nine vendors answered no. While in Shih-Ta, there were five vendors who indicated that customers had noticed to their bilingual menus but other three vendors did not. Some customers would correct typos on bilingual menus and some would question the way vendors translate individual dishes.

Moreover, some customers would be surprised by and curious about the uses of bilingual menus. For example, according to vendors (No.28, No.29 & No.31) in



Shih-Ta night market, some customers thought their bilingual menus were ‘interesting’ ‘innovative’ and ‘international’ 「有趣、新奇、國際化」. Moreover, “considerate” 「貼心」 was another term that some customers had indicated in Shih-Ta night market. A vendor in Shih-Ta who sold beef noodles (No.27) told me **proudly**:

*“Oh, yes! People think I am very considerate to use trilingual menus (Japanese included), and they said it is seldom to see traditional Taiwanese food using trilingual menus”.*

一個在師大賣牛肉麵的很得意的跟我說：

『有有有！有客人注意到說：「欸！很少看到有小吃店有用這個。」有的還說：「哇！還有日文！哇！這家老闆好貼心喔。」。』.

(Vendor No.27\_Shih-Ta\_Transcription Note.)

From the transcription note, the positive comment that customers had given would bring vendors a sense of satisfaction. These good interactions from customers might encourage the trend of using bilingual menus.

#### ***4.3.2 Answers of Interviewers Who Did Not Use Bilingual Menus***

##### **(1) Why do you not use bilingual menus?**

In both Feng-Chia and Shih-Ta night market, vendors who did not use bilingual menus were 13 in total (Feng-Chia was 10; Shih-Ta was 3). There were six main reasons that I have included in this questions in Table 4.16. Also, the original Chinese transcriptions were list in Appendix H.

Table 4.16.

*Answers of the Reasons Why Not Using Bilingual Menus*

Items of Answers	Frequency
a. High English proficiency	4
b. Low English proficiency	3
c. Foreigners can speak Chinese	3
d. Less Western foreigners	3
e. Tour guide can translate	1
f. Using pictures are enough	1

**a. High English proficiency**

One group of vendors had *no difficulty* in oral communication with foreigners.

Some interviewed vendors in Feng-Chia and Shih-Ta indicated that they can have easy communication with foreigners so they do not think making a bilingual menu was necessary. All three Shih-Ta vendors (No.33, No.34 & No.35) said they can speak easy English to communicate with foreigners.

**b. Low English proficiency**

Another type was just in opposite that a group of vendors who had insufficient English ability to make bilingual menus. It was because they *cannot* make it. “*I don’t know how to translate the sauces’ flavors into English*” 『像是口味的東西但就是不曉得要給他怎樣翻。』, said by vendor No.2, who sold traditional Taiwanese fried fish which applies to different kinds of flavored seasonings But she told me that if someone can help her to translate, she was willing to make one in the future. Another vendor (No.16) in Feng-Chia indicated that in addition to lower English

ability, vendors would have large pressure when foreigners talk to them if they had really made a bilingual menu. According to him, if you make a bilingual menu, lots of foreigners would come to buy foods and vendors might be afraid of talking to them (see Chapter five, pp.107-109).

### **c. Foreigners can speak Chinese**

However, two of Feng-Chia vendors said that the foreigners who can speak easy ‘Mandarin’ so that they can buy what they want, and one of them (No.14) indicated that some foreigners even spoke ‘Taiwanese’ when purchasing foods “*Foreigners sometimes would speak Chinese or read Chinese, even Taiwanese. So I did not think too much to make (bilingual menus)*” 『外國人有時候會講中文和看中文，甚至是台語，所以也沒想那麼多要做。』.

### **d. Less Western foreigners**

Some vendors (No.15 & No.18) referred that Feng-Chia night market was not so ‘international’, and the main language here was Chinese, so they did not need to use other languages here. For example, a vendor (No.17) who sold Thailand foods in Feng-Chia said there were seldom ‘Western’ foreigners; instead, Chinese, Singaporean and Japanese were the major foreigners there. Also, some vendors pointed out that foreigners did not come to their stands too often, so they did not

need to prepare bilingual menus. Another Taiwanese braised foods vendor said that foreigners did not come to his stand often.

**e. Tour guide can translate**

An interviewee told me that there was no need to prepare a bilingual menu, because groups of foreigners were led by their tour guides. They ate at certain food courts and also tour guides would work as translators. However, he couldn't explain the situation that if he met a foreigner who wanted to buy foods from him but without a tour guide.

**f. Using pictures are enough**

In addition, one vendor in Feng-Chia night market pointed out that because they had *foods' pictures* on the menu, those foreigners can make a decision on which they wanted to buy. These food pictures would help people get their foods which they wanted, but sometimes it had some disadvantages, such as some foods' flavor or ingredient could not easily tell from pictures.

*“Just by seeing the pictures on menus, they (foreign customers) decide what they want through pointing on that picture without too much speaking”, said vendor No.15.*

『看圖案啊。他們都會看主要是我們有圖片啦。他就會指著圖片說他要什麼，不會講太多…』

(Vendor No.15\_Feng-Chia\_Transcription Note.)

## **(2) Do you want to make a bilingual menu in the future?**

Among a total of 13 vendors who did not have bilingual menus, 7 vendors (No.2, No.8, No.9, No.14, No.16, No.18 & No.34) wanted to make a bilingual menus in the future; 4 vendors have no intention to make a bilingual menus (No.7, No.17, No.23 & No.33), and 2 vendors had no comment on it. Those who wanted to make bilingual menus in the future including different kinds of vendors. While for those who did not want to make bilingual menus, 3 of 4 were Taiwanese traditional food vendors, and the other one had indicated that he can communicate with foreigners by himself (vendor No.17). From the result of interview, more than half of vendors intended to add bilingual menus as part of their future plans, and the question they thought was who to make the menu and when. Take vendor No.14 as example:

*“It is possible. Because we have many foreign customers, and if I really make (bilingual menus in the future), I would asked other professional translator to make it. Because you (I) are(am) not expert, if there is any typo, it would be embarrassing. As for how much, I don’t quite know about the fit price”.*

『有可能吧，因為有很多外國客人啊。要做的話應該會找外面專門翻譯的做吧，因為你不是專門，萬一出錯了，很糗。價錢的話我不太清楚行情。』  
(Vendor No.14\_Feng-Chia\_Transcription Note.)

This vendor had shown her intention to make bilingual menu in the future. And she also pointed out that it was important to hire a professional translator to make the menu. About the money she might spend to hire an expert, she got no idea. From my

study result, most of vendors had made bilingual menus by themselves or friends, and to hire an expert was not common in night markets yet.

### **(3) What are your perceptions about bilingual menus?**

Although these vendors did not make bilingual menus yet, they still had some points of view about bilingual menus. Two sub-questions similar to those I asked to those who did bilingual menus vendors are: a. The broad view of bilingual menus; b. Could bilingual menus bring food products or vendors' business a sense of high class? And two different kinds of vendors (those who did bilingual menus and not) will be compared in the below.

#### **a. The broad view of bilingual menus:**

Although these vendors did not make and use bilingual menu, most of them gave it good and positive perception. Vendor No.9 and No.34 shared that using bilingual menus were convenient and appealed to more foreigners and that they might help business. Compared to those who already used bilingual menus, they also gave bilingual menu a high evaluation:

*“I think it is a good idea and suggestion (to have bilingual menus). Because we Taiwan are internationalizing now, it is good to make bilingual menus”.*

*『我覺得這是一個很好的建議和想法，因為我們台灣現在已經邁入國際化了，所以這樣很好。』*

(Vendor No.2\_Feng-Chia\_Transcription Note.)

The vendor was using the word ‘internationalizing’ to suggest that it might be a good idea to connect bilingual menus with the trend of globalization. Even some vendors who had not started to use bilingual menus yet were starting to consider using it from now on.

On the other hand, some vendors had pointed out that making bilingual menus was hard to carry out for many reasons. The first reason was the English ability of vendors (especially workers).

*“It’s hard to find workers who have two talents (marketing and language ability) at the same time. This is two kinds of personality. Boss can’t afford to hire. If someone has both talents, he/she might not want to work in night market, it wastes his talent”.*

『你要請高資質的，又要會拉客人，很難啦！這是兩種性格，老闆請不起，真的要來這邊做，又是浪費人才。』

(Vendor No.16\_Feng-Chia\_Transcription Note.)

Vendor No.16 had pointed out that the management of staff was a big problem when night market vendors hire workers. Because the average food price was low in night markets, the budget of hiring workers would not be high enough to meet the balance. Another reason is the types of foreign visitors. Some vendors indicated that foreigners can speak Chinese. The main foreigners in Feng-Chia were Chinese, Singaporean and Malaysian rather than those English native speakers, while some of those native speakers live around and learned

Mandarin in Feng-Chia university, and they can use Chinese to communicate with vendors (No.18). However, those vendors neglected the fact that not only Western customers were not familiar with Chinese, but also some expanding circles were not familiar with Chinese too.

**b. Could bilingual menus bring food products or vendors' business a sense of high class?**

In contrast to vendors using bilingual menus, most vendors who did not use bilingual menus thought that bilingual menus *can* bring food products or vendors' business a sense of high class. And the number showed that using English can get higher perception and make the targets more internationalized was 6 (No.8, No.9, No.14, No.15, No.16 &No.17) comparing to 2 vendors (No.2 &No.18) who had opposite opinions. Take vendor No.8 for example:

*“ It's more high class in quality, I mean the quality of my shop. After using bilingual menus, I think it help to value quality in my shop, and I think more foreigners are willing to come to my place”.*

*『比較高級，就是說質感上面會有差，會感覺比較提升。使用英文菜單後，外國人會比較想來吧。』*

(Vendor No.8\_Feng-Chia\_Transcription Note.)

**4.3.3 The Answers from Similar Food Category Vendors**

In the previous two sections, I grouped interviewees into two parts: using bilingual menus and did not use bilingual menus. However, in this section, I grouped



interviewees into three different groups based on food categories, because different food categories vendors' answers had significant different answers between. Table 4.17 showed the shops of vendors in each group. The gray shadow beneath the brand names meant they were using bilingual menus. Two main questions are listed that pointed out the significant differences and will be discussed in below: 1. Why do you use bilingual menus? 2. What are the changes after using bilingual menus?

Table 4.17.

*Four Food Category of Interviewees*

<b>Types of Vendors</b>	<b>Participants of Vendors (Interviewee Number)</b>
a. Drinks	Yes 茶飲(8); 傳奇茶坊(10); 蜂蜜茶(16); 泰鑽泰式奶茶(17); 茶壘(30); 水果大町(35)
b. Traditional Taiwanese Foods	魚要醬吃(2); 一中豪大雞排(3); 味珍香大腸包小腸(7); 手成麵館(11); 甜心哈豆(18); 雙響砲炸彈燒(19); 就醬拌(21); 大滷桶(23); 北港豆花(26); 寶島牛(27); 楊記天津蔥抓餅(28); 三舅媽潤餅捲(29); 阿英鍋貼(31); 馬力碳烤雞排(33); 天香客站(34)
c. Foreign Foods	墨菲餅(1); 芙洛優(5); 大埔鐵板燒(6); 美樂蒂可樂餅(9); SamBa 優格冰淇淋(12); 大丁拉麵(13); 斑馬線義式廚房(14); 火燄熱狗堡(22); 美奇克貝果(24)
d. Mix	哇薯條(4); 小人物茶飲專賣店(15); 野澤三(20); 布列德麵包店(25); 大町丼飯/烏龍(32)

➤ **Why do you use bilingual menus?**

As for the reason why the vendors used or did not use bilingual menus, different vendors of food categories indicated different main reasons in Table 4.18.

Also, because about half of vendors in *Drink* and *Traditional Taiwanese Foods* used monolingual menus, I also listed their opinions in Table 4.18. In addition, the reason “Lots of foreign customers” was not included in the discussion because each group had referred to it.

Table 4.18.

*The Main Reasons and Examples of Using or Not Using Bilingual Menus in Different Food Category Vendors*

Types of Vendors	Main Reasons (Represented Interviewee)
A. Beverage Shop	<p><b>Using Bilingual Menu:</b></p> <p><b>To promote Taiwanese beverage to foreigners.</b> (No.10)[傳奇茶坊], (No.30)[茶壩]</p> <p>e.g. “Because there are so many foreigners in Shih-Ta night market. To promote the tea culture and some special kinds of beverage in Taiwan” (No.30). 「因為師大夜市外國人滿多的，推廣茶飲和特殊的飲料」。<b>[茶壩]</b></p>
	<p><b>Monolingual Menu:</b></p> <p><b>No difficulty in oral communication between vendors and foreigners.</b> (No.8 ) [Yes 茶飲], (No.35) [泰鑽泰式奶茶]</p> <p>e.g. “Although there are lots of foreigners in Feng-Chia, we can use easy oral communication and gesture communication to talk to them. So it is no problem to handle it” (No.8). 「雖然逢甲這邊滿多國外的，但如果他們來的話，我們可以用簡單的英文跟他們溝通。口語，或是用比手畫腳。沒問題的」。<b>[Yes 茶飲]</b></p>
B. Traditional Taiwanese Food	<p><b>Using Bilingual Menu:</b></p> <p><b>a. The inefficiency of vendors’ English oral conversation ability.</b> (No.3)[一中豪大雞排], (No.26)[北港豆花]</p> <p><b>b. Some familiar customers helped the vendors making bilingual menus.</b> (No.29)[三舅媽潤餅捲], (No.31)[阿英鍋貼]</p>

	<p>e.g.</p> <p>a. “<i>My English is bad...so I ask my daughter to make a English menu</i>”(No.26). 「我的英文又不太懂，就請我女兒幫我做」。[北港豆花]</p> <p>b. “<i>It’s not my idea. It’s our familiar customer. She is a Taiwanese but grew up in a western country. She often brought foreigners here to eat. And every time she needs to translate and explain, so she did the bilingual menu for hers own convenience</i>” (No.29). 「是客人自己想幫我們做的，她是台灣人，從小在外國長大。常帶外國人來吃飯，因為每次帶他們來吃都要解釋，所以乾脆做一張」。[三舅媽潤餅捲]</p> <p><b>Monolingual Menus:</b>  <b>Few foreigners</b> (No.18)[甜心哈豆], (No.23)[大滷桶]</p> <p>e.g. “<i>Foreigners seldom came here to buy braised foods</i>” (No.23). 「滷味很少外國人會來」。[大滷桶]</p>
C. Foreign Foods	<p><b>Because the vendors sold foreign food.</b> (No.1)[墨菲餅], (No.2)[火焰熱狗堡] (No.5)[芙洛優]，(No.12)[Samba 優格冰淇淋]，(No.24)[美奇克貝果]</p> <p>e.g. “<i>This food (hot dog)started from America</i>”(No.2). [火焰熱狗堡]; “<i>Because Yogurt is a popular snack in America</i>” (No.5). 「因為優格是美國一種流行的點心」。[美奇克貝果]</p>

As can be seen in table 4.18, vendors who sold different food categories had different main reasons. The vendors in beverage shop wanted to promote this special characteristic of various kinds of tea culture to foreigners. And compared to traditional Taiwanese food vendors, drinks vendors got higher English communication ability.

Although for those vendors who sold Taiwanese traditional foods, which were the specialties in Taiwanese culture, some of them were not good in English ability, still, some familiar customers would make a bilingual menu for them to promote Taiwanese foods. As for foreign food vendors (no matter booth or shop, cheap or expensive), the main reason for using bilingual menus was because the foods were originally from western cultures. It was easier for them to translate from English to Chinese, or they think that having a bilingual menu as basic and necessary to them. Above all, vendors who sold different food categories had different attitudes toward using bilingual menus: vendors in beverage shop and traditional Taiwanese foods tended to promote their foods products to foreigners; while the vendors in foreign food vendors used bilingual menus as their responsibilities without questions.

➤ **What are the changes after using bilingual menus?**

(Had there any customers noticed you using bilingual menu?

Does it help your business?)

Under this question, there are significant differences in different food categories users. In the type of traditional Taiwanese foods vendors, 7 of 10 vendors said that the customers had noticed their bilingual menus and they all got some positive reactions or suggestions. Besides, those vendors who sold traditional Taiwanese foods had high percentage of indicating the customers increased and

helped their business after making bilingual menus. There were two examples

below:

I asked one vendor who sold Asian pancakes in Shih-Ta night market,  
*“Had there any customers noticed you using bilingual menu”? I asked.*  
*“oh, yes, they feel (bilingual menus) very interesting.”*  
*“Then, do you feel your business become better after using bilingual menus”?*   
*“Right, business becomes better. As some foreigners couldn’t understand (our menu) they felt nervous before; now they can understand and order the foods directly.”*

我問一個在師大夜市賣蔥抓餅的小販。

「有顧客注意到你們使用雙語菜單嘛？」我問。

『噢！有注意到。他們覺得很有趣。』

「那，用了這個英語菜單之後生意有變的更好嗎？」

『有喔，生意有變好。像之前外國客人看不懂他們就很緊張，現在看的懂就會直接跟我們點菜。』

(Vendor No.28\_Shih-Ta\_Transcription Note)

This is another vendor who sold pot sticker in Shih-Ta night market. She looked like in her 50s.

*“Had there any customer noticed you using bilingual menu”?*   
*“Yes, They would say Eh! This(bilingual menu) is very internationalized!”.*  
*“In addition to Taiwanese customers, had there any foreigners shared their thoughts”? I continued to ask her.*  
*“Yes, they (foreigners) felt amazed”.*  
*“Do you feel your business become better after using bilingual menus”?*   
*“Yap...business becomes better. Because some Japanese and Korean tourists would come to buy”.*

這是另一個在師大夜市賣鍋貼的小販，她看起來大概五十多歲。

「有顧客注意到你們使用雙語菜單嘛？」

『有啊！他們會說：「欸！你看這個很國際化欸」。』

「除了台灣的顧客有注意到，有其他外國顧客發表過意見嗎？」我接著問。

『有，他們也會覺得很驚奇。』

「用了這個英語菜單之後生意有變的更好嗎？」

『有啊，生意有變好啊。因為一些日本的觀光客或韓國人就會來買。』

(Vendor No.31\_Shih-Ta\_Transcription Note.)

Traditional Taiwanese food vendors played important roles in Taiwan night market. The change of using bilingual menus had brought a new trend to night markets. It not only raised visitors' attention but also improved business income for vendors. Moreover, the local Taiwan culture was promoted worldwide through Taiwanese foods, and the role of bilingual menu will become more and more important.

#### **4.4 The Translation Methods Used in Feng-Chia and Shih-Ta Night Markets**

The aim of this section was to examine the real situation of how Taiwanese foods or Taiwanese beverage were translated from Chinese into English in night markets. The total number of the sample was 40, including 23 in Feng-Chia and 17 in Shih-Ta. These 40 samples were selected from the bilingual menus translated from Chinese to English. It meant that I only examined the bilingual menus which sold Taiwanese foods or drinks. Furthermore, these 40 samples were calculated by vendors instead of the items on the menus.

Also, according to Shih's (2010), who had analyzed both bilingual menus in Taiwan and China, two different translation strategies were applied: Domesticating

strategy (sense for sense translation; target language oriented) and Foreignizing strategy (word for word translation; source language oriented). For example, Stewed Pork Ball [獅子頭] is a typical example of Domesticating strategy, and wonton [餛飩] is a typical example of Foreignizing strategy. The result for her research had shown that no matter Taiwan or China, both preferred using Domesticating strategy (69.2%) to Foreignizing strategy (30.8%) in 2007. In this study, the vendors who adopted Domesticating strategy was 80% with the combination strategy (Domesticating strategy+ Foreignizing strategy) only 20% (see Table 4.19).

Table 4.19.

*Two Translation Strategies Used in Both Night Markets*

Translation strategy	Number of vendors (%)	Memo
Domesticating strategy	32 (80%)	--
Domesticating strategy+ Foreignizing strategy	8 (20%)	Beverage shop (4) Traditional noodle shop (3) Café restaurant (1) [複合式餐飲]
Total	40 (100%)	

As can be seen in Table 4.19, 80% of vendors adopted only Domesticating strategy in their menus. The following examples (a, b& c) illustrated the Domesticating strategy:

- a. 湯冬粉: Fish ball soup with green bean noodles
- b. 蛋包飯: Rice with a thin omelet on top
- c. 金萱茶: Golden Lily Oolong

These three examples showed how vendors tried hard to describe the Taiwanese foods into target language in readers' understandable way. Even the foreigners who do not understand Chinese can know what ingredients the foods are made of. Besides, some vendors used these two strategies together in menus because the foods were difficult for them to translate and they did not know the corresponding English words (if there was any at all) of the foods. Next section discusses the cases which used Foreignizing strategy in this study.

#### ***4.4.1 The Cases of Using Combination Strategy in This study***

As in table 4.18, there were only 8 vendors using both translation strategies in their menus. The cases of applying Foreignizing strategy were not much. From the study, I found that only some drinking items or some foods which were difficult to explain would use Foreignizing strategy. Some translation names in the cases were already accepted by English users. For example, wonton soup and litchi were common in foreign countries, for they became common words long times. However, some items belong to Chinese culture and were new to English users, so they might use foreignizing strategy to create new words, especially in the beverage shop, for example:

- d. 桂花金萱瑪奇朵: JinShyuan Macchiato
- e. 泡泡氣水: Popo



These two drinks were translated through literal translation without further explanations. It is hard for a foreigner to understand the ingredients of the drinks. But it could happen that years after these words would be accepted or become new English words. Example *d* here was compared to the previous translation name ‘Golden Lily Oolong’. Both referred to the same kind of drinks but were translated with different translation strategies. Moreover, a few traditional foods were translated using combination strategy as following examples:

- f. 芋圓奶茶: Yu Yung Milk Tea
- g. 三杯雞腿飯: San-bel chicken & rice
- h. 三杯肉醬拌麵: Three Cup Chicken & Meat Sauce

In Example *f*, Yu Yung belonged to Foreignizing strategy, while Milk Tea belonged to Domesticating strategy. Example in *g* and *g* ‘san-bel’ and *h* ‘three cup’ referred to the same sauce. The cuisine was seasoned with three kinds of liquid sauces (rice wine, sesame oil and soybean sauce) and this sauce is famous in Chinese cuisines. Both translations might make foreigners confuse; while the vendors chose to use Foreignizing strategy to avoid making translated names too long to read. In Shih (2010), she has indicated that western readers preferred reading short context (low context) than long text. She had taken Taiwanese snack「棺材板」 for a long context as example: “A famous local snack sold at Tainan’s night market in Taiwan, with a thick piece of Western style bread without the core part, which is filled with the

*stuffing of fish, meat and vegetables, and fried into golden on the top*”(p.136). For this reason, Shih recommended to add an additional means *‘to widen the contextual knowledge of the target audience’*. To add a communication clue would make foreigners more understand the local cultures, such as Yuanxiao 「元宵」 (Glutinous rice balls for Lantern Festival).

According to the result from interview, most of the bilingual menus were translated by vendors themselves or their friends. Translation methods could differ from vendors to vendors, so it was normal that misspelling or other creative translations would appear in night markets sometimes.

#### ***4.4.2 Misspellings and Inconsistence Menu Translation in Night Markets***

Sometimes, error translation such as misspelling and inconsistence would happen; the errors were not common and most menus were correct in both night markets. During this study, one vendor in Shih-Ta, his’ food product was ‘fried spring roll [春捲]; However, he made wrong spelling into ‘Fried String Roll’ (see Figure 4.4). The misspelling situation happened in these two markets were rare. Only 1 misspelling case out of 17 was found in Shih-Ta night market.



*Figure 4.4. Misspelling in Menu*

Besides, the picture below (Figure 4.5) showed the inconsistency of the flavor of laver: ocean moss& seaweed, and which happened in one vendor booth. These behaviors would not only confuse the customers, but also highlighted the difficulties when vendors want to have a bilingual menu.



*Figure 4.5. Inconsistence in Menu Translation*

#### ***4.4.3 New Trend in Menu Translation***

It is common that bilingual menus translate foods' names, flavors and materials into English; however, in this study, one of the bilingual menus not only translated those common features into English but also in 'Pinyin' system. Through Pinyin system, even the vendor did not know how to speak English, vendors and customers can communicate without difficulties. Figure 4.6 showed the real situation that

happened in one of Shih-Ta vendors, and which showed the role of language learning in cultour According to Kuo (2006), taking a cultour is more and more popular. Through eating famous foods in a country, tourists can also learn the cultural background of the foods; moreover, through the foods, learning that country's language could gain more cultural experience.



Figure 4.6. Pinyin System Shown Up in Bilingual Menu

#### 4.5 Summary of Results

The research results were analyzed and discussed during section 4.1 to 4.4, in this section, the short answers of these study questions are summarized here.

##### ***4.5.1 Research Question One: How many and what kinds of vendors in Feng-Chia and Shih-Ta night market were using bilingual menu?***

In Feng-Chia night market, 33 out of 183 vendors used bilingual menus (18%); in Shih-Ta night market, 27 out 81 vendors were using bilingual menus (33%).

According to the results of chi-square tests, which examined the four independent variables in this study questions (food category, price, vendor type & chain store), all of these four independent variables relate to vendors' uses on bilingual menus ( $p < .05$ ). The influence hierarchy order of these four variables were price > food category > vendor type > chain store. In short, if the vendor sold foreign food with higher price in chain store shop, it was more likely to use a bilingual menu. If the vendor sold traditional Taiwanese foods with very low price (below 50) in booth without joining any chain store company, vendors might not use bilingual menu in high percentage.

#### ***4.5.2 Research Question Two: What were vendors' possible reasons and perceptions of using or not using bilingual menus?***

According to interview result, the main reason for those vendors who used bilingual menus was because of lots of foreigners in night market. Bilingual menu in night markets was seen a useful communicative tool that vendors can use to know what foreigners wanted. Because night market is an important characteristic of Taiwan, it appealed to lots of foreign visitors to buy famous foods. The second reason why people used bilingual menus is because some foods were originally from Western countries. Most of vendors who sold foreign foods took it for granted using bilingual menus in their foods. Foreign foods were taken for granted that they should

use foreign language.

On the other hand, for those who did not make bilingual menus, the main reason was because of vendors' English proficiency. Through the result of interview, a good or bad English ability of the vendors would affect people making bilingual menus. The first situation was that vendors had good ability to have an easy oral conversation to foreigners so that they thought they do not need to use bilingual menus. The other situation was just in opposite that because the insufficiency of English ability, vendors did not know how to make a bilingual menu. Another reason that vendors did not use bilingual menus was because foreigners can speak Chinese, since foreigners can speak easy Chinese, vendors thought it was unnecessary to make a bilingual menu. Although vendors who were not using bilingual menu were the majority in both night markets, more than half of interviewees had indicated that they want to make a bilingual menu in the future.

***4.5.3 Research Question Three: What kinds of translation strategy were used in bilingual menus when Chinese dishes are translated into English?***

By analyzing the samples of bilingual menus in this study, compared to vendors who were adopting Domesticating strategy was 80%, vendors who adopting the combination strategy (Domesticating strategy+ Foreignizing strategy) was only 20%. According to Shih (2010), Domesticating strategy was most used because the

strategy is target language oriented. Through Domesticating strategy, target readers can get the information about what the foods were made so it can avoid uncertainty in food ingredients when eating foods unknown. However, the way of making and translating bilingual menus were creative and change day by day in Taiwan night markets.



## **CHAPTER FIVE**

### **DISCUSSIONS AND CONCLUSION**

Chapter five discussed four relevant issues that were raised after analyzing quantitative and qualitative data. 5.1 focused on the functions of bilingual menus: attention-getting, modernization, internationalization, professionalism and identification. As in 5.2, the relation between sociolinguistic factors (English background& age) and the use of bilingual menus will be discussed. Next, the issue of the relations of globalization and glocalization will be discussed in the section 5.3. Section 5.4 addressed the growth of using bilingual menus in night markets, and the future role of bilingual menus. This chapter ends with 5.5 the limitation and 5.6 conclusion.

#### **5.1 The Functions of Bilingual Menus**

We can see from the study that the amount of bilingual menus has increased during these past two years in Taiwan night markets. Bilingual menus were useful in night markets. Usually, people think that the function of bilingual menus is only a communication tool as a bridge to communicate with different foreign customers. However, it was found in the study that they served many functions more than only communicative function, like advertisement, marketing, education, culture bridge,



under which different functions are at work (symbolic, signifying, education, and promotion functions). These five functions are explained in the following 5.1.1 to 5.1.5

### **5.1.1 *Communicative Function***

Communicative function is the major function of bilingual menus. Because lots of foreigners have visited Taiwan night markets, most vendors did bilingual menus to communicate with them. With the trend of internationalization, some vendors made bilingual menus and English board signs to appeal more customers. When customers used English to order, vendors could ask them to point at the food's name on the menu, so they can read the Chinese translation right beside English (*Figure 5.1*). *Figure 5.1* was taken from interviewed vendor (No.27), who sold beef noodles in the Shih-Ta night market. The vendor had indicated that bilingual menus provided good communicative function that he could understand easily what foreigners wanted.

BEEF NOODLES			1, 2, 3... YOUR ORDER ↓
Brisket, Tendon & Tripe	牛三寶麵	200	TWD
Tendon & Brisket	半筋半肉麵	160	TWD
Brisket & Tripe	牛腩牛肚麵	150	TWD
Grade A Brisket	精選牛腩麵	120	TWD
Beef Cubes over Noodles (no soup)	牛肉乾拌麵	100	TWD
Noodles in Beef Stew (soup only)	紅燒牛肉湯麵	60	TWD
NOODLES with SAUCE			
Braised Minced Pork over Thin Noodles	乾拌麵	40	TWD
Braised Minced Pork over Flat Noodles	乾板條	40	TWD
Minced Pork & Dried Tofu over Noodles	酢醬麵	50	TWD
Sesame Sauce over Noodles	風味麻醬麵	50	TWD
SOUP NOODLES			
Thin Noodles in Soup with Pickled Veggie & Shredded Pork	榨菜肉絲麵	60	TWD
Flat Noodles in Soup with Pickled Veggie & Shredded Pork	榨菜肉絲板條	60	TWD
Hot & Sour Soup with Noodles	風味酸辣麵	60	TWD
Wonton Soup with Noodles	古早餛飩麵	65	TWD
RICE			
DUMPLINGS			
Cabbage & Pork Dumplings (boiled)	水餃	50	TWD
Beef Stew with Dumplings	紅燒牛肉湯餃	70	TWD
Hot & Sour Soup with Dumplings	酸辣湯餃	70	TWD
SOUP			

Figure 5.1. One Example of Classic Bilingual Menus.

Bilingual menu would provide efficient communication between vendors and foreigners, and give benefits to both sides (foreigners can buy items that they want; vendors can earn more money). In addition to the major function, communicative function, there are four other sub-functions that I've found in this study, and they are:

symbolic, signifying, educational, and promotional functions.

### **5.1.2 Symbolic Function**

Here symbolic function means that bilingual menus have presented a sense of high class to vendors, which might be because most of people consider English a symbol of internationalization and English is superior to other languages (Hung, Hung and Tu 2008). From this study, vendors were asked of the main reasons of making bilingual menu their language attitude: “Could bilingual menus upgrade food products or vendors’ business”? The result showed that most vendors made bilingual menus because it was a way to communicate with foreigners. Through using bilingual menus, foreigners can order what they want and also have a sense of familiarity. Moreover, in night markets, about half of the interviewed vendors who used bilingual menus thought bilingual menus were not only a tool to increase vendors’ businesses, but also helping create a high class sense of their food products. According to Huang, Hung and Tu (2008), compared to other languages, English has given a sense of high social status. For example, I asked one vendor who sold Taiwanese, foreign foods and drinks together, and she indicated that using bilingual menus would make her shop of higher class:

*“What’s your perception about bilingual menus? Could it make your shop higher class?” I asked.*

*“Yeh...It is higher class (in my business), also, people who came here were*

*higher class too (they were in higher social status in society). By the way, using bilingual menus is very convenient for those foreign customers”.*

「你對雙語菜單有什麼想法或看法？或覺得使你的店比較高級嗎？」我問。  
『嗯，會！有比較高級。來這邊的顧客品質也比較高捏！除此之外，用英文菜單給外國顧客比較方便。』

(Vendor No.20\_Feng-Chia\_Transcription Note.)

Her attitude suggested that she was proud of having this bilingual menu, and even described that the quality of customers in her shop were higher social status.

According to her interpretation, higher social status here indicated that compared to other shops, she might have higher customer quality.

### **5.1.3 Signifying Function**

In addition to communication and symbolic function, parts of bilingual menus (menus on walls or on the board signs) have the signifying function. To show the bilingual menus to customers was a signal to welcome foreign customers. Those bilingual menus sometimes were a good advertisement to appeal customers' attention. Some bilingual menus were attached on the wall or on the board to get more attention (see pp.70-73). Also, the following figures 5.2 and 5.3 are two examples.



Figure 5.2. Bilingual Menus on Wall

Figure 5.2 was taken from a Shih-Ta tofu pudding vendor, who indicated that the menu was designed by her daughter. I asked this vendor about whether any customers had noticed her menu on wall:

*“If they had noticed, they won’t tell me directly. Once a pair of young friends were discussing (bilingual), and they doubted the translation of ‘Job’s tears seeds’, and they thought the meaning was not right, which seemed to refer to ‘eye dropping’ (gum). [Hahaha...] They felt interesting”. The old lady vendor told me with smile on her face.*

上了年紀的老闆娘帶著笑和我說：『他們注意到不會跟我講，就會兩個年輕的伴在那邊討論這樣。他們對這個薏仁的英文有覺得懷疑，覺得我寫的意思好像是眼屎的意思！哈哈...他們覺得很有趣。』

(Vendor No.26\_Shih-Ta\_Transcription Note.)

The bilingual menus not only got foreigners’ attentions, they also set off waves among young population, and the effects cause people to talk about it. This function



is just like a business advertisement that makes the business well known. Also,

Figure 5.3. was a example menu on sign board.



Figure 5.3. Bilingual Menus on Board Sign

This board-sign bilingual menu was a signal to foreigners. According to this vendor (vendor No.28), before using bilingual menus, foreign customers were few and did not know how to order dishes from them. While, after using this bilingual menu, more foreigners were appealed and bought foods from them, “Before this, foreigners were very nervous to order from us, now they can order naturally so it did

*attract more customers to come”, 『像之前外國客人看不懂他們就很緊張，現在看的懂就會直接跟我們點菜。所以真的吸引更多的顧客。』。*

When foreigners got the signal of “this restaurant has bilingual menu”, most of them were willing to buy foods from those vendors compared to the restaurants which only used monolingual menus. From the study result, about 50% of the interviewed vendors pointed out that using bilingual menus could improve business. On the other hand, this useful function would be one of the reasons that some vendors did not want to use bilingual menus. Some vendors would be afraid of using bilingual menus as a signal to appeal more foreign customers. They had pressures to speak up in front of foreigners.

#### **5.1.4 Educational Function**

As for educational function, bilingual menus could teach foreigners learning Mandarin and also teach Taiwanese English. *Figure 4.6* (p.94) showed one of the cases of Chinese Pinyin system which could be a creative model to teach foreigners. When ordering the dishes, foreigners could choose to speak Mandarin to vendors. This is a good way for foreigners to learn Chinese. Also, making a bilingual menu could encourage Taiwanese to learn English. During the interview, I asked vendors if any customers had noticed their bilingual menus, and what those customers’ reactions were. The result showed that a few customers not only noticed their

bilingual menus, but also indicated typos in the menus. This suggests that a few Taiwanese really noticed the English on the menus, and indicated some typos or even discussed translated names with vendors. As another example, *Figure 5.2*, showed in previous section (p. 103), the customers had noticed 「薏仁」 was translated into Jobs' tear seeds. We could find that bilingual menus not only are an attention-getting tool, but also contain educational functions which could teach foreigners and Taiwanese learning languages naturally.

#### **5.1.5 Promotional Function**

In Taiwan, bilingual menu is the cultural bridge to promote Taiwanese cultures to other countries. Through bilingual menus, which did attract more foreigners to buy traditional Taiwanese foods, Taiwanese local foods and tea cultures were promoted. In the interview, some beverage vendors had told me that the reasons for them to make a bilingual menu was to promote Taiwanese tea culture and make foreigners know more about Taiwanese tea and special bubble tea. Also, some foreigners used bilingual menus to introduce Taiwanese foods to their friends, such as interviewee *No. 29*, who sold Chinese spring roll and *No.31*, who sold pot stickers. Customers made bilingual menus for these two vendors (*No.31* from a Japanese customer) and the main reason was that they wanted to help Taiwanese vendors promote their foods to foreigners.



## 5.2 Sociolinguistic Factors that Affect the Uses of Bilingual Menus

In this study, four variables (food category, price, vendor type and chain store) were examined to identify their relations to the use of bilingual menus, and the result indicated that two main reasons relating uses of bilingual menus were food category and price. If a food product is a traditional Taiwanese food with lower price (below 50), it would have lower probability to be made with bilingual menu. However, aside from these factors, other sociolinguistic variables would affect the result too. To understand ‘who’ made bilingual menus for vendors would show some related sociolinguistic factors to this topic.

Through the interview notes, it can be seen that vendors’ background of English ability is one of the sociolinguistic factors and that plays an important role in the use of bilingual menus. In Table 4.14 in page 66, for those who had made bilingual menus by themselves, most of these vendors sold foreign foods and had better English ability background, such as Vendor No.1 (Mexican crepes), No.5 & No.12 (yogurt ice cream), No.24 (bagels). And in between, both vendors who sold yogurt and ice cream had stayed in America studying for a long while. It might have a positive relation that people who had contacted with English more would be inclined to making bilingual menus by themselves. Another case was that a Chinese noodle vendor (No.21) did not sell western foods but did bilingual menus by himself. In this case, he was also a person who had higher English education for studying abroad for

at least two years.

Moreover, age was another sociolinguistic factor found in this study that related to the making of bilingual menus. In this study, there were two vendors whose bilingual menus were designed by their young generations (one was daughter, another was daughter-in-law). The situation that young generation helped the old parents to make bilingual menus for translating Chinese into English reflects the changes of Taiwan English education. After 1968, English had become one of subjects in nine year compulsory education. Students were required to study English in the junior high school. While before 1968, students seldom had chance to learn English. Under this circumstance, nowadays, those over age 60 in Taiwan were insufficient with English ability. However, through globalization, English becomes more and more important in daily life, as can be seen in food menus, road signs, internet, and different kinds of advertisements. The awareness of globalization had urged people in the expanding circle to use more English.

However, even if vendors had the communication ability, the foreign visitors might not be familiar with English. According to Taiwan Tourism Bureau (2010 b), most of tourists were from China, Japan, Malaysia, Singapore and other Asian countries, and most of them were not native-speakers of English. Although the fact of the English as the global language has been going on for a long time, the

capability of speaking English was an existent problem in many EFL countries.

According to Park (2009), the ideology of self-deprecation would relate the use of English in daily life. As some cases in my study, some vendors refused to make a bilingual menu because they *feared* foreigners would come to their place. Those vendors wanted to improve their business through bilingual menus but were afraid of speaking up to foreigners. As Park (ibid.) pointed out, this unspeakable phenomenon has existed in many Asian countries including Taiwan. Compared to the older generation, although less younger generations had this problem, the unspeakable problem still exists in Taiwan night markets.

Besides these vendors' subjective factors (background of English ability& age) and other independent variables (food category, price, vendor types & chain stores), customers' opinions/reactions would affect the uses of bilingual menus. In this study, I asked vendors' opinions and got a few customers responses from vendors. While, for further study, it is better to get triangulation concepts to include the night markets' customers' interviews.

### **5.3 The Influences of Globalization and Glocalization in Night Markets**

According to Robertson (1994), globalization had brought many influences to many communities around the world, and had changed people's live. As for business aspects, English is gradually becoming a basic tool for night market workers and

vendors, and they should be provided with English speaking and reading ability in shops/booths. Now, English ability is a requirement in many Taiwanese companies if you want to have a job, but it would also be the trend that the workers or vendors can use English to have a conversation with foreigners. Under the impact of globalization in Taiwan, the issues had been aroused and vendors had different points of views in Taiwan night markets.

As for Taiwan night market vendors in this study, most of them accepted the influences that globalization brought to Taiwan. There were few vendors who resisted using bilingual menus and insisted only using mother tongue to communicate with foreigners. In my pilot study in Chung Yuan night market, two vendors who did not use bilingual menus had indicated that if foreigners want to buy Taiwanese foods, they should speak Chinese, so they do not need to learn English anymore. The two were the typical persons who chose to use their own mother language and insisted the outsiders should follow the rules (local language) of local cultures. However, on the opposite, there were two vendors (one in Feng-Chia; the other in Shih-Ta) had strongly positive attitude toward the trend of globalization.

Take a interview dialogue for example:

*“What’s your perception about bilingual menus? Do you think it will bring the sense of high class to your yogurt restaurant”? I asked.*

*“No...Not much for the sense of high class. But, in my opinion, using bilingual menus is very **basic**. There are so many foreigners in Feng-Chia night market; also, the (Taiwan) government is carrying out the policy (bilingual policy). We should follow this policy and that is also a right way to respect foreigners”. He answered in a calm but strong attitude.*

*“So, you think every vendor must use bilingual menu lo? Even the vendor who sells Taiwanese fried salty chicken”? I kept asking him.*

*“Yes. The vendor who sells Taiwanese fried salty chicken or any other vendors should add English into their menus. These (behaviors) are **basic**. We should respect foreigners and they will respect you vice versa”.*

「你對雙語菜單有什麼想法或看法？或覺得使你的店比較高級嗎？」我問。

『不會特別高級…但是我覺得用中英文菜單是**基本的**！在逢甲夜市這邊也有很多外國人，現在政府也在推廣，我們大家都應該用，這樣才是尊重外國客人。』他的態度相當冷靜但語氣堅定。

「那你覺得所有的小吃都要用中英文菜單囉？連鹽酥雞的攤位也需要對嗎？」我繼續問。

『對！賣鹽酥雞或是賣其他小吃都應該使用英文菜單，這是很**基本的**。要去尊重外國人大家才會尊重你。』

(Vendor No.20\_Feng-Chia\_Transcription Note.)

The example had shown that a globalist believed that English was the basic skill in Taiwan society; everyone should follow the trend of globalization to use bilingual menus and show respects to foreigners. In the beginning, his shop (yogurt ice cream) was totally filled with English menus without any Chinese. Later on, because he was disappointed for the Taiwanese English ability and, he added Chinese into menu to become bilingual menus.

In general, most night market vendors hold the neutral perspectives. They accepted the influence that globalization had brought into Taiwan and keep some local characteristics mixed with foreign cultures. Those vendors who did not start to

do the bilingual menus would consider to do it in the future with open-minded attitudes. Also, some vendors had made the local features of bilingual menus (glocalization). In some foreign restaurants in Taiwan, they added Taiwanese features into their menus including adding new food items and creating new words. For example, there are many localized global foods in night markets restaurants. In addition to coffee, Starbucks sells various kind of tea in Taiwan; the steak house in Taiwan is also blended with local features for selling chicken steak or providing self-service salad bar. As for creating a new word, there are also cases in night markers. For example, “soupy desserts” [湯類甜品] is an interesting translation and is a new term for foreigners. For examples, red bean soup and mung bean soup are typical soupy desserts in Taiwan. These cases have shown that how foreign foods melt into Taiwan culture and have produced a new term distinguished from the original names. They are the evidences of glocalization features in Taiwan. These perspectives and behaviors were seen as the proofs of glocalization which combined with global and local phenomenon.

Globalization had brought night markets many influences in the cultural aspect in Taiwan. Through the trend of globalization, it also emphasized Taiwanese local cultures. By the development of Cultour (cultural tourism), Taiwanese vendors intended to promote famous Taiwanese foods or tea culture. In the interview, two

Feng-Chia drinks vendors had shared the same idea that they use bilingual menus to promote Taiwanese famous bubble tea and oolong tea to foreign tourists to make local foods/ beverage stand into global status. There was a famous news as an example that Taiwanese bubble tea is very popular in London (Taipei Times, 2011). The super bubble tea shop (Bubbleology) owner, Assad Khan, had imported Taiwanese pearl tapioca and insisted the original procedure of making bubble tea from Taiwan. Moreover, besides famous eating culture in Taiwan, foreigners learning Chinese becomes more and more popular in Taiwan night markets. Figure 4.5 (page 91) has shown Mandarin Pinyin system that was intended to teach you how to speak the food flavor in Chinese. For example, if you want to buy tuna flavor, you should pronounce /wei ~ yu ~/. Moreover, some universities have started to develop a bilingual community to promote Chinese and English in campus. As for Yung Ze University, Bilingual Campus Task Force has sent bilingual mails to all students and school faculty every week. Figure 5.4 shows the example mail sent by Bilingual Campus Task Force in Yung Ze.

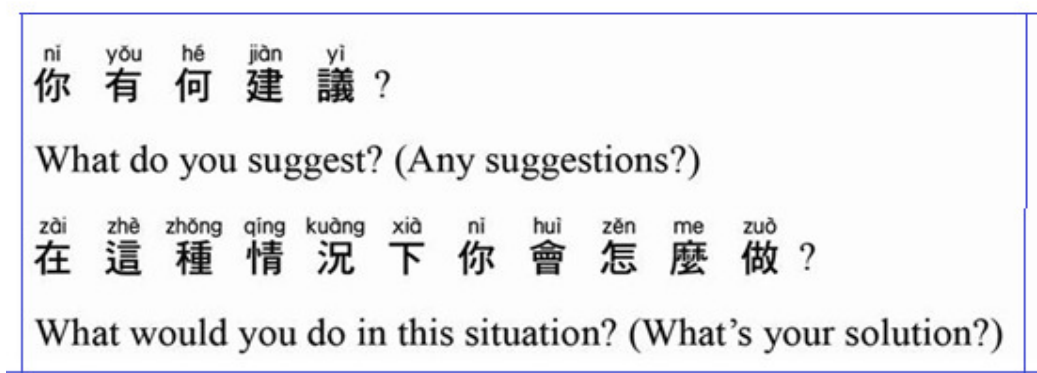


Figure 5.4. Teaching Bilingual language through E-mail by Yuan Ze University

It might be predicted that the phenomenon of globalization and glocalization had already rooted in Taiwan night markets. No matter what kind of perspective you have, the trend of combining global and local has affected your life deeply.

#### 5.4 Bilingual Menus in the Future

From the results of quantitative data, although it was the foreign foods' vendors who were more likely to use bilingual menus, those Taiwan traditional foods raised more discussion. According to the research results of Hsu (2008), who had collected 1,265 Chinese-English code-mixed advertisements and done readers' attitude survey, one point of results was that traditional types of products and such as Chinese medicine and medical practices, for example, feng-shui, 'Chinese geomancy', seem to be largely unaffected by the influence of English. And most of code-mixed ads were most imported from abroad or marked by internationalism, fashion and advanced technology. Comparing to Hsu (ibid.), vendors who sold traditional



Taiwanese foods were likely to use monolingual menus too. Those advertisements' target readers were Taiwanese readers; while, bilingual menus' target readers in this study might be foreigners and Taiwanese. However, in Hsu's (ibid.) readers attitude survey in 'Using English in Advertising Traditional Products', less readers were used to see traditional types of products in code-mixing ads. In my study, according to vendors' observation, most of customers were surprised by the uses of bilingual menus in traditional foods. Also, the vendors who sold traditional Taiwanese had earned more money after using bilingual menus. The glocalization of mixing global language into local products had brought positive effects in night markets.

In addition to the development of having bilingual menus in traditional foods, the coming up issue, such as without a standard translation for a certain dish, would affect local vendors in Taiwan. Through analysis of various menu samples in this study, they were full of creative translations; even the same foods in different vendors had different kinds of translation names. For example, 「金萱茶」 had two translation names as 'Golden Lily Oolong' and 'JinShyuan Tea'. The translation strategy were different and without standardization in local foods. It is possible that foreigners might be confused when traveling to Taiwan. For most of vendors in Shih-Ta and Feng-Chia night markets, they had translated foods' names by themselves or their friends, and few of them asked translation experts and translation

companies for help. One of the vendors, who did not make bilingual menu but show her aspiration to make one in the future, had shared her view that she might hire professional experts for translation in order to reduce the erratum and misprint. The globalization had affected local features a lot, and it may be a good suggestion to have an official translation name for major Taiwanese dishes to promote the local specialties. Moreover, as for the translation method, Domesticating strategy still had played an important role in menu translation. This strategy allows foreigners to understand what the food ingredients and cooking methods were. While, with the trend of glocalization, the cultural meanings of the foods had been noticed more, it could be suggested that Foreignizing strategy along with notes about the cultural meaning of the dish be used to promote Taiwanese culture and their own products could become more popular in the future.

However, the real situation showed that it was hard to make a standard rule in food translation by government. Vendors had much creativity on bilingual menus due to the fast changing of varieties of food flavors, and the many functions of bilingual menus. As time flies, customers would get used to those local usages and habits gradually. With the growth of using bilingual menus, Taiwan society would pay more attention to bilingual menus of traditional Taiwanese foods. By the combination of tourism, bilingual menus could be the culture bridge (such as a tour

brochure) to promote Taiwan in the future. And it could be predicted that bilingual menus would continue to flourish in night markets in Taiwan.

### **5.5 Limitation of the study**

There were some limitations in my study: literature reviews, arbitrary classifications, sampling of survey, time of collecting data, and interview procedure. Knowing those limitations ahead could help me to analyze research data carefully.

First is about the literature reviews. Because in the recent years, few researches were closely related to my study, I hardly compared my study results to others. As for the translation strategy for bilingual menus, the literatures were not many neither. Also, my study involved many related fields including applied linguistic, sociology, business managements, translations and tourism. So I tried to describe the general situation that Taiwanese used English in modern society, and the reality of tourism in Taiwan. Generally, the research of bilingual menus was the new field which might raise more discussions in the future.

As for the arbitrary classifications, due to the way I divided the food items into three main categories, some foods might be hard to classify into a category. Some foreign foods were localized and were seen as traditional Taiwanese foods. For example, steak house in Taiwan night markets, although I classified steak house into foreign food, they have specific local features which different from Western features.

Moreover, the price cut in this study was 50 NT dollars. NT 99 and NT 101 belonged to different price category in my study although they only differed 2 NT dollars. These arbitrary classifications might be one of the limitations of my study. However, those arbitrary items were few, which would not affect study result too much.

Third is about sampling of survey. I only included two night markets and for college night markets, which might not represent the general situation of whole Taiwan's college night markets. Also, every night market had its own unique and specialty, and that might limit the external validity of my study.

Next is the time of collecting data. The specific time that I did the field study might affect research reliability and validity. Because different vendors would just show up in certain time or seasons. For example, in summer, more vendors who sold ice-products would show up more than hot-pot vendors in night markets.

The fifth, the interview procedure was another disadvantage in my study. When I choose interviewees, some vendors were not willing to be interviewed for many personal reasons. I might lose some precious points of views, which affect my study's validity. Also, due to my training and experience limits, some detailed information could be missed. The time of interview was short because most of those vendors were busy with their business and could not spend much time with my

research. To sum up, my research objective is try to investigate the general situation of night markets in Taiwan and to understand the diversity of night market vendors.

So I might not have much depth.

## **5.6 Implication of the study**

This was a practical study which collected data on the real situation of the use of bilingual menus of vendors in Feng-Chia and Shih-Ta night markets. Therefore, the study results would contribute to not only the applied linguistics field, but also the marketing field.

As in the applied linguistic field, the vendors' attitudes toward to bilingual menus were discussed. Some vendors showed positive perceptions under the trend of globalization and took using-bilingual-menus for granted that they thought most of night market vendors should use bilingual menus. While, parts of vendors resisted on using bilingual menus and one of the reasons was because of the ideology of deprecation. They had pressures in talking to foreigners. This 'unspeakable' phenomenon was not only common in Taiwanese society but also common in the most Asian countries (Park, 2009).

As for marketing field, by analyzing the relations of the possible factors of the reasons why vendors using or not using bilingual menus, other night market vendors

could refer to the study results. Also, in my study, after using bilingual menus, vendors who sold traditional Taiwanese foods had attracted more customers and earned more money. So, the future businessmen could get the useful information from this study. In addition, in the tourism field, the application of bilingual menus was being the cultural bridge to promote local features and specialties to worldwide. It would depend on how local/official governments and vendors in night markets to utilize the use of bilingual menus in the future.

## **5.7 Conclusion**

The main focus of this study was to investigate the real situation of the uses of bilingual menus in Taiwan night markets by vendors. With the trend of globalization and glocalization, the adoption and adaptation of bilingual products had grown quickly, including code-mixing advertisements, road signs, and menus translation.

The main reasons and real reactions of bilingual menus users were the important concerns in this research. Also, the translation strategies that vendors chose to use would tell their attitude toward English. I had surveyed two main college night markets for totally 264 vendors, and 25% of vendors used bilingual menus in average. Results showed that the price and the food category were two main variables relating to the use of bilingual menus. If the foods were originated from Western countries, vendors would take for granted that they should add English in

menus. The higher the price, the higher of percentage of using bilingual menus, and it might be because the vendors who sold high price foods related those vendors who sold foreign foods and with chain stores ( $p<.05$ ). In addition, from the study result, some vendors who sold traditional Taiwanese foods regarded that using bilingual menus could enhance food products and business, giving a sense of high class to their shop and products. Moreover, after using bilingual menus, those vendors who sold traditional Taiwanese foods did appeal to more customers and help their business to increase income. From interview, bilingual menus were highly recognized in most vendors, even some vendors who had yet to adopt one. Also, the use of bilingual menus would bring pressure for some vendors that they were afraid of speaking up to foreigners. This ideology of 'self-deprecation' existed in Asian countries that people would look down on themselves and lead to mental pressure. However, younger generations with higher English background showed more confidence when facing foreigners. To sum up, bilingual menus were a valuable tool more than only for communication purpose. The most important thing was that the role of the bilingual menu as a cultural bridge can promote local characteristics and even affect people in inner circles' live.

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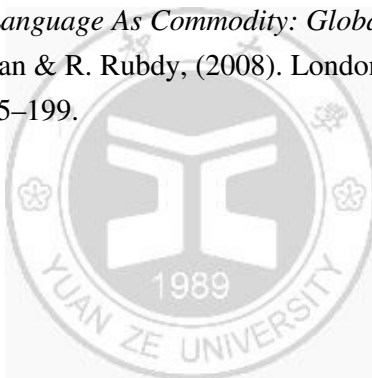
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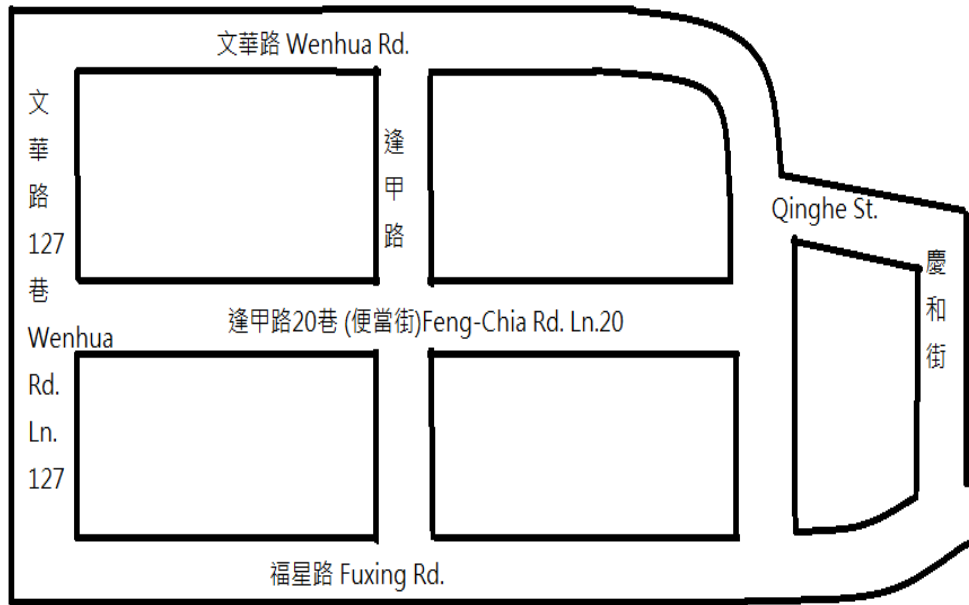
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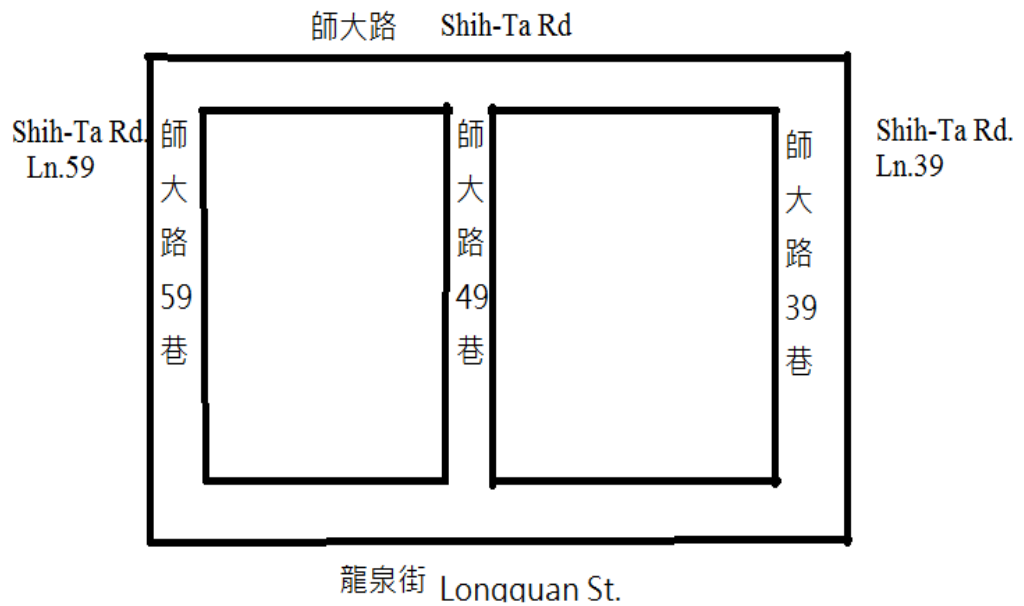
## APPENDIX A

### Maps of Feng-Chia and Shih-Ta Night Markets

- a. Areas of Feng-Chia Market included in the survey:



- b. Areas of Shih-Ta night market included in the survey:



## APPENDIX B

The Pilot Study Results of Chung Yuan Night Market a16, August, 2010

Code	Food Category	Chinese Sign	Food Type	With English Menu or not	Memo
C1	Drinks	阿西嬌紅茶冰	beverage shop	--	Vendor can speak English.
C2	--	黑糖剉冰	crushed ice dessert	--	Few foreigners
C3	--	百味草	beverage shop	--	Vendor wants do bilingual menu in the future. Around 100 NT is acceptable.
C4	--	現榨西瓜汁	beverage shop	--	Body language.
C5	--	北港粉圓	pearl tapioca	--	Vendor wants do bilingual menu in the future. Around 100 NT is acceptable.
C6	--	茶自點	beverage shop	--	Foreigners can speak Chinese.
C7	--	中原自助冰城	crushed ice dessert	--	Has English sign. Menu is not used often.
C8	--	青蛙撞奶	beverage shop	--	--
C9	--	青蛙下蛋	beverage shop	--	--
C10	--	宜客特大杯飲品店	beverage shop		Foreigners can speak Chinese.
C11	--	雪花冰	crushed ice dessert	--	--
C12	--	舞茶道	beverage shop	V	For communicating with foreigners.
C13	--	鬥茶東西飲	beverage shop	--	Foreigners can speak Chinese
C14	--	橘子工坊	beverage shop	V	--

C15	--	清心中原店	beverage shop	--	--
C16	--	天人豆花	Tofu pudding	--	--
C17	--	皇后先生	beverage shop	--	Vendor can speak English.
C18	--	神趣味	beverage shop	--	--
C19	Traditional-Taiwanese Foods	台店咕咕鍋	hot pot	--	Foreigners' friends can help translation.
C20	--	東興文山素食館	vegetarian restaurant	--	--
C21	--	正大羹大王	thick soups	--	--
C22	--	韭菜盒	fried leek dumpling	--	--
C23	--	中埔烤肉	Taiwan BBQ	--	Body language.
C24	--	李 家鄉滷味	braised foods	--	--
C25	--	肉圓 大腸麵線	Taiwanese meatballs, noodles	--	--
C26	--	中原第一家 麻辣鴨血	black rice	--	No need. Foreigners can speak Chinese.
C27	--	豪大大雞排	fried salty chicken	--	--
C28	--	三姊家傳麵線	noodles	--	--
C29	--	沙茶魚酥羹	thick soups	--	--
C30	--	火宏炭烤	Taiwan BBQ	--	--
C31	--	鹽水雞	salt-flavored Chicken	--	--
C32	--	台江北麻辣臭豆腐	stinky tofu	--	--
C33	--	蔥抓餅	Asian pancakes	--	--
C34	--	上海生煎包	dumplings	--	No need.
C35	--	東山鴨頭	braised foods	--	--
C36	--	手工 QQ 蛋	sweet potato ball	--	--
C37	--	源士林粥	porridge	--	Few foreigners. Easy talk is fine.
C38	--	紅豆餅	Asian pancakes	--	--
C39	--	QQ 地瓜球	sweet potato	--	No need.



			ball		
C40	--	大中原不二價 滷味	braised foods	--	--
C41	--	蓮荷園蛋包飯	Chinese restaurant	--	No need. Vendor can speak English.
C42	--	御品軒蛋包飯	Chinese restaurant	--	--
C43	--	馥香蛋包飯	Chinese restaurant	--	--
C44	--	老鄉蛋包飯 快炒	Chinese restaurant	--	--
C45	--	中源亭元快炒	Chinese restaurant	--	--
C46	--	紅鼎麻辣鴨血	black rice	--	--
C47	--	第一香雞排	fried salty chicken	--	--
C48	--	嘉義雞肉飯	rice meal	--	--
C49	--	脆客雞排	fried salty chicken	--	No need.
C50	--	蔥燒包	dumplings	--	--
C51	--	麻辣脆腸	black rice	--	--
C52	--	小木屋鹽水鴨	salt-flavored duck	--	--
C53	--	甘草芭樂	flavored fruits	--	--
C54	<b>Foreign Foods</b>	10 元壽司	sushi	--	--
C55	--	泰式雞排	Tai- fried salty chicken	--	--
C56	--	現做壽司	sushi	--	--
C57	--	章魚燒	tako-yaki	--	--
C58	--	紅谷鐵板燒	teppanyaki	V	--
C59	--	風信雞美食咖啡	café shops	V	Vendor translate by herself.
C60	--	阿福港式炸雞	Hong Kong-fried chicken	--	--

## APPENDIX C

### Examples of Bilingual Menus Found in Pilot Study

Some menus design in pilot study. Pictures were taken in August, 16, 2010.

(a). Menu design: Chinese is before English.

(b). Menu design: English is before Chinese

(c). Menu design: Some parts have bilingual menu, and some parts were not.

(a).



(b).



(c).

Coffee 咖啡		Latte		Macchiato	
特調咖啡 Weathercock cafe	\$80	榛果拿鐵 Hazelnut Latte	\$100	卡布奇諾 Cappuccino	\$100
美式咖啡 Cafe Americano	\$80	焦糖拿鐵 Caramel Latte	\$100	漂浮冰咖啡 Ice Cream Cafe	\$120
		香草拿鐵 Vanilla Latte	\$100	維也納咖啡 Vienna Cafe	\$100
Drink 飲料		紅\綠茶 Black/Green Tea	\$60	香草冰淇淋 Vanilla Ice Cream	\$80
		百香紅\綠茶 Passion fruit Tea	\$70	草莓冰沙 Strawberry Fruity	\$80
		蜂蜜紅\綠茶 Honey Black/Green Tea	\$70	百香果冰沙 passion fruit Fruity	\$80
		奶茶\奶綠 Black/Green Milk Tea	\$70	冰淇淋紅\綠茶 Black/Green Tea Ice Cream	\$120
伯爵奶茶 Earl Grey Milk Tea	\$80	香柚茶 Citrus Tea	\$120	香茅草茶 Panda Tea Fruity	\$120
焦糖奶茶 Caramel Milk Tea	\$80	風味水果茶 Fruit Tea	\$120	奶香荔枝茶 Panda Fruit Fruity	\$120
		巧克力 Chocolate	\$80		

Weathercock Meal 風信雞 套餐		所有冷熱飲免費任選	
<b>vegetarian 素食</b> 塔香素鮮菇 全素 \$200 義大利麵、燴飯、可焗烤 (+\$20) 芽香素什錦 奶素 \$200 義大利麵、燴飯、可焗烤 (+\$20) 蔬菜千層麵 奶素 \$220 糖醋素里肌 奶素 \$200 東坡素肉 奶素 \$200 川味素雞 奶素 \$200		<b>附麵包</b> <b>Pasta 義大利麵 套餐</b> 肉醬義大利麵/飯(紅醬) \$180 火腿奶油燻雞(白醬) \$200 翡翠野菇鮭魚(青醬) \$200 威尼斯培根海鮮(白醬) \$200 ↑以上可加\$20改為焗烤 義式牛肉千層麵 \$220 奶油雞肉千層麵 \$220	
<b>Children's meals 兒童套餐</b> 雞塊、薯條、蔬菜、甜點、飲料 (可換牛奶、奶昔、果汁) \$130		<b>Pletter 美式拼盤</b> 風信雞綜合拼盤 \$300 (包含以下所有單點項目+可換) 單點 雞翅(3 pcs) \$100 檸檬雞柳條(4條) \$70 洋葱圈(一份) \$70 薯條(一份) \$70 馬鈴薯條(4條) \$70	
		<b>Best Collect 頂級套餐</b> 墨西哥烤半雞 普羅旺斯豬肋排 附酥皮濃湯 沙朗燒牛肉(XO醬) \$220 香草霜降牛肉(燴油) \$220 奧勒崗鄉村牛肉(可焗烤) \$220 紅酒燉牛肉(可焗烤) \$220 家傳東坡肉 日式藍帶豬排	
		<b>Chicken 雞肉套餐</b> 泰式椒麻雞 \$220 泰式酸辣雞球 \$200 蠔油香菇嫩雞 \$220 川味醬爆雞 \$200	

# APPENDIX D: Surveyed Information of Feng-Chia Vendors

No.	Chinese sign board	Food category	Price	Vendor type	Chain store	English sign board	Bilingual Menu
f1	A 米炊飯	Traditional	Medium	Shop	No	No	No
f2	黑皮茶部	Drink	Low	Shop	No	Yes	No
f3	清心福全冷飲店	Drink	Low	Shop	Yes	Yes	No
f4	黑岩鐵板燒	Foreign	High	Shop	Yes	Yes	Yes
f5	潮吉大排	Traditional	Med-low	Shop	No	Yes	No
f6	玩豆風	Mix	Med-low	Shop	No	Yes	Yes
f7	東大牛排	Foreign	High	Shop	Yes	Yes	No
f8	黑砂糖剉冰	Traditional	Low	Shop	No	No	No
f9	雞膳食坊	Mix	Med-low	Shop	No	No	Yes
f10	麥當勞	Mix	Mix	Shop	Yes	Yes	Partial
f11	夜起毛地瓜王	Traditional	Low	Booth	No	No	No
f12	古早味超大杯	Drink	Low	Booth	No	No	No
f13	漢堡王	Mix	Med-low	Shop	Yes	Yes	Yes
f14	蒟蒻小品	Mix	Med-low	Shop	No	No	No
f15	Mr. Wish 水果天然茶	Drink	Med-low	Shop	Yes	Yes	Yes
f16	KOI Café	Mix	Med-low	Shop	Yes	Yes	Yes
f17	嘉義雞肉飯	Traditional	Med-low	Shop	No	No	No
f18	大廈麵店	Traditional	Med-low	Shop	No	No	No
f19	享泰多	Foreign	High	Shop	No	No	Yes
f20	天心糖炒栗子	Traditional	Low	Booth	No	No	No
f21	頂好薏仁湯	Traditional	Med-low	Shop	No	No	No
f22	喫茶小舖	Drink	Low	Shop	No	Yes	No
f23	葎京日式拉麵	Foreign	Low	Shop	No	Yes	No
f24	狠腸	Foreign	Medium	Booth	Yes	Yes	Yes
f25	東山鴨頭	Traditional	Low	Booth	Yes	Yes	No
f26	Mother 滷味	Traditional	Low	Shop	Yes	Yes	No
f27	尚好台南口味鹹酥雞	Traditional	Low	Shop	Yes	No	No
f28	3Q 脆皮雞排	Traditional	Low	Shop	Yes	No	No
f29	巧朵滋	Foreign	Medium	Shop	No	Yes	No
f30	粥遊天下	Traditional	Low	Shop	No	No	No

f31	擦槍走火	Drink	Low	Shop	No	No	No
f32	帝鈞胡椒餅	Traditional	Low	Booth	Yes	No	Yes
f33	北京茶燻	Traditional	Low	Booth	Yes	No	No
f34	菱角酥	Traditional	Low	Booth	No	Yes	No
f35	五味碴承	Drink	Low	Booth	No	No	No
f36	阿舍紅茶冰	Drink	Low	Booth	Yes	Yes	No
f37	老張泡泡冰	Traditional	Low	Shop	Yes	No	Yes
f38	爆醬雞排	Traditional	Med-low	Shop	Yes	No	No
f40	香酥菇	Traditional	Low	Booth	No	No	No
f41	墨菲餅	Foreign	Low	Shop	No	Yes	Yes
f42	鴨卷兒	Traditional	Low	Booth	No	No	No
f43	旺來冰	Traditional	Low	Booth	No	Yes	No
f44	沙嗲	Foreign	Low	Booth	No	Yes	No
f45	馬雅墨西哥捲餅	Foreign	Med-low	Booth	No	Yes	Yes
f46	黃金賊	Traditional	Medium	Booth	Yes	No	No
f47	豬寶盒	Mix	Medium	Booth	No	Yes	No
f48	伊勢屋炸蝦	Foreign	Medium	Booth	No	No	No
f49	將軍滷味	Traditional	Med-low	Booth	No	No	No
f50	一中豪大雞排	Traditional	Low	Shop	Yes	Yes	Yes
f51	台灣鮮翠茶	Drink	Low	Shop	Yes	Yes	No
f52	帝鈞胡椒餅	Traditional	Low	Shop	Yes	No	Yes
f53	哇薯條	Mix	Low	Shop	Yes	No	Yes
f54	赤鬼牛排	Foreign	High	Shop	Yes	Yes	Yes
f55	大滷桶	Traditional	Low	Shop	Yes	No	No
f56	芙洛優	Foreign	Medium	Shop	No	Yes	Yes
f57	重口味麵線	Traditional	Low	Shop	No	No	No
f58	原 現烤雞蛋糕	Traditional	Low	Booth	Yes	No	No
f59	林 台北道地甜不辣	Traditional	Low	Shop	Yes	No	No
f60	大埔鐵板燒	Foreign	High	Shop	Yes	Yes	Yes
f61	味珍香大腸包小腸	Traditional	Low	Booth	No	Yes	No
f62	印度拉茶	Drink	Low	Booth	Yes	No	No
f63	台灣逢甲一口吃香腸	Traditional	Low	Booth	Yes	No	No
f64	豐收王國	Traditional	Low	Booth	Yes	Yes	No
f65	黑珍珠粉圓	Traditional	Low	Booth	No	No	No
f66	牛 B 葫蘆王	Traditional	Low	Booth	Yes	Yes	No

f67	黑輪店	Traditional	Low	Booth	No	Yes	No
f68	魚要醬吃	Traditional	Medium	Booth	No	Yes	No
f69	加賀無骨雞爪凍	Traditional	Low	Booth	No	No	No
f70	懶人蝦	Traditional	Med-low	Booth	No	No	No
f71	綜合果汁西瓜汁	Drink	Low	Booth	No	No	No
f72	小 A 烤鴨夾餅	Traditional	Low	Booth	No	Yes	Yes
f73	酸酸的店	Drink	Low	Booth	No	No	No
f74	佳尚有機水果	Traditional	Low	Booth	No	No	No
f75	九龍城香港茶	Drink	Low	Booth	No	No	No
f76	韓式料理	Foreign	Low	Booth	No	Yes	No
f77	巧蕉王	Traditional	Low	Booth	No	Yes	No
f78	香酥臭豆腐	Traditional	Low	Booth	No	Yes	Yes
f79	繼光香香雞	Traditional	Medium	Booth	Yes	Yes	No
f80	瘋狂 Q 腿仔	Traditional	Low	Booth	No	No	No
f81	現打綜合果汁	Drink	Low	Booth	No	No	No
f82	采唐泡芙專賣店	Foreign	Low	Booth	No	Yes	No
f83	豬血糕	Traditional	Low	Booth	Yes	No	No
f84	正宗逢甲地瓜球	Traditional	Med-low	Booth	No	No	No
f85	逢甲三代口味茶葉蛋	Traditional	Low	Booth	No	No	No
f86	Yes 茶飲	Drink	Low	Shop	No	Yes	No
f87	台北 江 麻辣臭豆腐	Traditional	Med-low	Booth	Yes	No	No
f88	幸福紅茶冰	Drink	Low	Booth	No	No	No
f89	美樂蒂可樂餅	Traditional	Med-low	Booth	No	Yes	No
f90	傳奇茶坊	Drink	Low	Shop	No	Yes	Yes
f91	大逢甲小辣椒	Traditional	Low	Shop	No	No	No
f92	好牧人	Mix	Med-low	Shop	No	No	Yes
f93	領鮮牛排	Foreign	High	Shop	No	No	No
f94	金德川日式蓋飯豬排	Mix	Medium	Shop	Yes	No	No
f95	手成麵館	Traditional	Med-low	Shop	No	No	Yes
f96	打餅舖	Foreign	Low	Booth	Yes	Yes	No



f97	Mak & May	Mix	Medium	Shop	Yes	Yes	No
f98	SamBa 優格冰淇淋	Foreign	Med-low	Shop	No	Yes	Yes
f99	陽菜坊	Drink	Low	Booth	Yes	No	No
f100	恩 麻而辣臭豆腐	Traditional	Med-low	Shop	Yes	No	No
f101	Hot pizza	Foreign	Med-low	Booth	No	Yes	No
f102	五香麻辣鴨血	Traditional	Med-low	Booth	No	Yes	No
f103	飽飽捲	Foreign	Low	Booth	No	No	No
f104	棒棒臭臭鍋	Traditional	High	Shop	No	Yes	No
f105	Malukatsu 丸勝	Foreign	High	Shop	No	Yes	No
f106	大丁拉麵	Foreign	Med-low	Shop	No	No	Yes
f107	王記刀削麵水餃	Traditional	Medium	Shop	No	No	No
f108	胖胖包	Traditional	Low	Booth	No	Yes	No
f109	花旗脆皮雞蛋糕	Traditional	Low	Booth	No	No	No
f110	新口味現炒快餐	Traditional	Medium	Shop	Yes	No	No
f111	老蕭牛肉麵	Traditional	Medium	Shop	No	No	No
f112	Mak & May 2	Mix	Medium	Shop	Yes	Yes	No
f113	綠茶達人	Drink	Low	Booth	No	No	No
f114	豆豆美食坊	Traditional	Low	Shop	No	No	No
f115	喜揚揚烤肉飯	Traditional	Medium	Shop	No	No	No
f116	斑馬線義式廚房	Mix	Medium	Shop	No	No	No
f117	日式豚排飯專賣店	Mix	Medium	Shop	Yes	Yes	No
f118	小人物茶飲專賣店	Mix	Low	Shop	Yes	Yes	No
f119	中原義大利麵店	Mix	Medium	Shop	Yes	No	No
f120	珍瑰紅辣椒	Traditional	Low	Shop	No	No	No
f121	十二號滷味	Traditional	Low	Shop	No	No	No
f122	麻辣王子	Traditional	Low	Booth	No	No	No
f123	古井紅茶	Drink	Low	Booth	No	No	No
f124	大井烤茶	Drink	Low	Shop	Yes	Yes	No

f125	香港鴻利燒臘	Traditional	Medium	Shop	No	No	No
f126	古味意麵館	Traditional	Low	Shop	No	No	No
f127	嘟嘟茶行	Drink	Low	Shop	Yes	Yes	Yes
f128	大姆哥	Traditional	Low	Shop	No	Yes	No
f129	二嫂酸梅湯	Drink	Low	Booth	No	No	No
f130	真鮮水果	Traditional	Low	Booth	No	No	No
f131	一品豆花	Traditional	Low	Shop	No	No	No
f132	蜂蜜茶	Drink	Low	Booth	No	No	No
f133	3 年 2 班古早味紅茶	Drink	Low	Booth	No	Yes	No
f134	逢甲綠光甘草芭樂	Traditional	Low	Booth	Yes	Yes	No
f135	阿米咯墨西哥料理	Mix	Low	Booth	No	Yes	Yes
f136	火窯大拖鞋	Mix	Med-low	Shop	No	Yes	No
f137	泰鑽泰式奶茶	Mix	Low	Booth	No	No	No
f138	凱薩盒子	Mix	Med-low	Shop	No	No	No
f139	懶惰蝦 逢甲奶油蝦	Traditional	Mix	Booth	No	No	No
f140	ET 燻雞 鹽水雞	Traditional	Med-low	Booth	No	Yes	No
f141	大雕燒 創意料理	Traditional	Low	Booth	No	Yes	Yes
f142	蜜蜜雞地	Traditional	Low	Booth	No	No	No
f143	甜心哈豆	Traditional	Low	Booth	No	No	No
f144	秋本牛排	Foreign	Medium	Shop	No	Yes	No
f145	廟東蚵仔煎	Traditional	Med-low	Shop	No	No	No
f146	雙響砲炸彈燒	Traditional	Low	Booth	No	No	Yes
f147	公館廖記宜蘭蔥	Traditional	Low	Booth	No	No	No
f148	樂活式鮮果茶	Drink	Med-low	Shop	Yes	Yes	No
f149	新井茶	Drink	Low	Shop	Yes	Yes	No
f150	手抓餅蔥油餅專家	Traditional	Low	Booth	No	No	No
f151	逢甲崧大燒烤雞排	Traditional	Med-low	Booth	Yes	No	No
f152	Tea-box	Drink	Low	Booth	No	Yes	No



f153	野澤三	Mix	Medium	Shop	No	No	Yes
f154	Cia Cia fu ㄘㄞ ㄩ ㄘㄞ ㄩ 福	Traditional	Low	Booth	Yes	Yes	No
f155	86 炭烤雞排	Traditional	Low	Shop	Yes	No	No
f156	小牛牧場	Drink	Low	Booth	No	No	No
f157	月亮蝦餅	Foreign	Low	Booth	No	Yes	No
f158	就醬拌	Traditional	Low	Shop	Yes	Yes	Yes
f159	巴部屋	Foreign	Medium	Booth	No	Yes	No
f160	酥皮大薯球	Traditional	Low	Booth	No	No	No
f161	韓廚辣炒年糕	Foreign	Med-low	Booth	Yes	No	No
f162	鍋加鍋	Traditional	High	Shop	Yes	Yes	No
f163	傻發腸粉	Traditional	Medium	Booth	Yes	No	No
f164	估佻無骨雞腿 排	Traditional	Med-low	Booth	No	No	No
f165	五味碴承	Drink	Low	Booth	Yes	No	No
f166	火燄熱狗堡	Foreign	Medium	Booth	Yes	Yes	Yes
f167	阿 sir 茶	Drink	Low	Shop	Yes	Yes	No
f168	清心福全冷飲 店	Drink	Low	Shop	Yes	Yes	No
f169	李家鄉滷味	Traditional	Low	Booth	No	No	No
f170	采唐泡芙	Foreign	Low	Booth	No	No	No
f171	金牌巨無霸臭 豆腐	Traditional	Low	Booth	No	Yes	No
f172	杏運杯	Traditional	Low	Booth	No	No	No
f173	德記東山鴨頭	Traditional	Low	Booth	Yes	No	No
f174	哈先生熱狗	Foreign	Med-low	Booth	No	Yes	No
f175	吐司哥	Traditional	Low	Booth	No	Yes	No
f176	官芝霖大腸包 小腸	Traditional	Low	Booth	No	No	No
f177	紅景天滷味	Traditional	Med-low	Shop	Yes	No	No
f178	彭媽媽小蛋糕	Traditional	Low	Booth	No	No	No
f179	大眾豆花	Traditional	Low	Booth	No	No	No
f180	潮冰	Traditional	Med-low	Shop	No	No	No
f181	大甲手工芋園	Traditional	Low	Shop	No	No	No
f182	一心素食	Traditional	Low	Booth	No	No	No
f183	艾隆義式麵食	Mix	Medium	Shop	Yes	Yes	Yes
f184	傳薪可不可	Drink	Low	Booth	Yes	No	No

## APPENDIX E: Surveyed Information of Shih-Ta Vendors

No.	Chinese sign board	Food category	Price	Vendor type	Chain store	English sign board	Bilingual Menu
s1	德州美墨	Mix	Medium	Shop	Yes	Yes	Yes
s2	師大美食館	Mix	Med-low	Shop	No	No	No
s3	無國界食堂	Mix	Mix	Shop	Yes	No	Yes
s4	美奇克貝果	Mix	Med-low	Shop	Yes	Yes	Yes
s5	台南鱈魚意麵	Traditional	Med-low	Shop	No	No	No
s6	橘菓子	Drink	Low	Shop	Yes	No	Yes
s7	布列德麵包店	Mix	Mix	Shop	Yes	Yes	Yes
s8	一之軒麵包店 時尚烘培	Mix	Mix	Shop	Yes	Yes	Partial
s9	紅館	Mix	High	Shop	No	Yes	Yes
s10	大埔鐵板燒	Foreign	Med-low	Shop	Yes	Yes	Yes
s11	台中東海山東鴨頭	Traditional	Med-low	Booth	No	No	No
s12	天下佈武	Drink	Mix	Shop	Yes	No	Partial
s13	阿鑫麵線	Traditional	Med-low	Booth	Yes	No	No
s14	老天天粉圓冰	Traditional	Low	Booth	Yes	No	No
s15	師園鹽酥雞	Traditional	Low	Booth	No	No	No
s16	機房重地鹽水雞	Traditional	Med-low	Booth	Yes	No	No
s17	傳統美食花枝粿	Traditional	Low	Shop	No	No	No
s18	可東甜筒披薩	Foreign	Med-low	Shop	Yes	No	No
s19	北港豆花	Traditional	Low	Shop	No	No	Yes
s20	阿諾特特大號 可麗餅	Foreign	Med-low	Shop	Yes	No	Yes
s21	金甄 傳統美食 滷味	Traditional	Low	Shop	No	No	No
s22	車輪餅	Traditional	Low	Shop	No	No	No
s23	台北名產	Traditional	Low	Shop	No	No	No
s24	師大米粉湯	Traditional	Low	Shop	No	No	No
s25	寶島牛	Traditional	Medium	Shop	Yes	No	Yes
s26	雲南小鎮餐坊	Mix	High	Shop	Yes	Yes	No
s27	天香客站	Traditional	Medium	Shop	Yes	Yes	No

s28	牙買加倉庫	Mix	Medium	Shop	No	Yes	Yes
s29	三兄弟豆花	Traditional	Low	Shop	No	No	No
s30	紅孩兒老麻炒手	Traditional	Med-low	Shop	Yes	No	No
s31	茶壩	Drink	Low	Shop	Yes	Yes	Yes
s32	霖園冰店牛奶大王	Traditional	Low	Shop	Yes	Yes	No
s33	本味屋	Foreign	Medium	Shop	No	Yes	No
s34	食粥致神仙	Traditional	Medium	Shop	No	No	No
s35	關東煮	Traditional	Low	Shop	No	No	No
s36	希臘左巴	Mix	High	Shop	Yes	Yes	Yes
s37	Happy cooking	Mix	High	Shop	No	Yes	2
s38	泰平洋泰式料理	Foreign	High	Shop	No	Yes	Yes
s39	新天堂義大利麵廚房	Mix	High	Shop	No	Yes	Yes
s40	Subway	Mix	Med-low	Shop	Yes	No	Yes
s41	芙洛優	Foreign	Medium	Shop	Yes	No	Yes
s42	台灣甘蔗養生鍋	Traditional	High	Shop	Yes	Yes	Yes
s43	食指大丼	Foreign	Medium	Shop	No	No	No
s44	孜然小肥羊	Mix	Low	Shop	No	Yes	No
s45	倆姊妹奶茶店	Drink	Low	Shop	Yes	No	No
s46	楊記古早味	Drink	Low	Shop	No	No	No
s47	楊記天津蔥抓餅	Traditional	Low	Shop	No	No	Yes
s48	柳橙檸檬	Drink	Low	Shop	No	No	No
s49	牛魔王 delicacy 牛排館	Foreign	Mix	Shop	Yes	No	Yes
s50	檸檬+百香果	Drink	Low	Shop	No	No	No
s51	廖家食記宜蘭蔥餅	Traditional	Low	Shop	Yes	No	No
s52	三舅媽潤餅捲	Traditional	Low	Shop	No	No	Yes
s53	義大利麵大師	Mix	High	Shop	Yes	Yes	No
s54	小雞古早味便當	Traditional	Medium	Shop	No	No	Yes
s55	馬力碳烤雞排	Traditional	Med-low	Shop	Yes	No	No

s56	馬來西亞咖哩雞	Mix	Med-low	Shop	No	Yes	No
s57	許記煎包	Traditional	Low	Shop	Yes	Yes	No
s58	北港手工清蒸肉圓	Traditional	Low	Shop	No	No	No
s59	官芝霖大腸包小腸	Traditional	Low	Shop	Yes	No	No
s60	士林豪大大雞排	Traditional	Medium	Booth	Yes	No	No
s61	新疆羊肉串	Foreign	Low	Booth	No	No	No
s62	甜品 冰品	Traditional	Low	Shop	Yes	Yes	No
s63	燒麵	Foreign	Medium	Booth	No	Yes	No
s64	龍泉居	Drink	Med-low	Shop	No	No	No
s65	當歸鴨腿	Traditional	Low	Booth	No	No	No
s66	蚵仔煎	Traditional	Med-low	Shop	No	No	No
s67	會上癮	Drink	Low	Shop	No	Yes	Yes
s68	鴻爐發蜜汁燒烤	Traditional	Low	Shop	No	No	No
s69	坊茶早古	Drink	Low	Shop	No	No	No
s70	珍品味太式碳烤飯	Foreign	Medium	Shop	No	Yes	Yes
s71	牛老大	Traditional	Medium	Shop	Yes	Yes	Yes
s72	傳奇茶坊	Drink	Low	Shop	No	Yes	Yes
s73	派克雞排	Traditional	Low	Shop	Yes	Yes	No
s74	阿英鍋貼	Traditional	Low	Booth	No	No	Yes
s75	大町丼飯/烏龍	Mix	Medium	Shop	Yes	No	Yes
s76	燈籠加熱滷味	Traditional	Low	Shop	No	No	No
s77	大台北平價滷味	Traditional	Low	Shop	No	No	No
s78	水果大町	Drink	Medium	Shop	Yes	Yes	No
s79	客拉客快餐	Traditional	Medium	Shop	No	No	No
s80	冰茶	Drink	Low	Shop	No	No	No
s81	韓式鐵板快餐	Foreign	Medium	Shop	No	Yes	Partial

## APPENDIX F

### Total Thirty-Five Interviewee Information

No.	Chinese sign board	Food category	Price	Vendor type	Chain store	English sign board	Bilingual Menu
1	墨菲餅	Foreign	Low	Shop	No	Yes	Yes
2	魚要醬吃	Traditional	Medium	Booth	No	Yes	No
3	一中豪大雞排	Traditional	Low	Shop	Yes	Yes	Yes
4	哇薯條	Mix	Low	Shop	Yes	No	Yes
5	芙洛優	Foreign	Medium	Shop	No	Yes	Yes
6	大埔鐵板燒	Foreign	High	Shop	Yes	Yes	Yes
7	味珍香大腸包 小腸	Traditional	Low	Booth	No	Yes	No
8	Yes 茶飲	Drink	Low	Shop	No	Yes	No
9	美樂蒂可樂餅	Foreign	Med-low	Booth	No	Yes	No
10	傳奇茶坊	Drink	Low	Shop	No	Yes	Yes
11	手成麵館	Traditional	Med-low	Shop	No	No	Yes
12	SamBa 優格冰 淇淋	Foreign	Med-low	Shop	No	Yes	Yes
13	大丁拉麵	Foreign	Med-low	Shop	No	No	Yes
14	斑馬線義式廚 房	Mix	Medium	Shop	No	No	No
15	小人物茶飲專 賣店	Mix	Low	Shop	Yes	Yes	No
16	蜂蜜茶	Drink	Low	Booth	No	No	No
17	泰鑽泰式奶茶	Mix	Low	Booth	No	No	No
18	甜心哈豆	Traditional	Low	Booth	No	No	No
19	雙響砲炸彈燒	Traditional	Low	Booth	No	No	Yes
20	野澤三	Mix	Medium	Shop	No	No	Yes
21	就醬拌	Traditional	Low	Shop	Yes	Yes	Yes
22	火燄熱狗堡	Foreign	Medium	Booth	Yes	Yes	Yes
23	大滷桶	Traditional	Low	Shop	Yes	No	No
24	美奇克貝果	Mix	Med-low	Shop	Yes	Yes	Yes
25	布列德麵包店	Mix	Mix	Shop	Yes	Yes	Yes
26	北港豆花	Traditional	Low	Shop	No	No	Yes

27	寶島牛	Traditional	Medium	Shop	Yes	No	Yes
28	楊記天津蔥抓餅	Traditional	Low	Shop	No	No	Yes
29	三舅媽潤餅捲	Traditional	Low	Shop	No	No	Yes
30	茶壩	Drink	Low	Shop	Yes	Yes	Yes
31	阿英鍋貼	Traditional	Low	Booth	No	No	Yes
32	大町丼飯/烏龍	Mix	Medium	Shop	Yes	No	Yes
33	馬力碳烤雞排	Traditional	Med-low	Shop	Yes	No	No
34	天香客站	Traditional	Medium	Shop	Yes	Yes	No
35	水果大町	Drink	Medium	Shop	Yes	Yes	No



## APPENDIX G

### Chinese Transcriptions of Answers from Interviewee who Used Bilingual Menus

#### Q1:為什麼做中英文菜單?

##### a.這邊外國觀光客 外國學生很多:16

1. 因為這裡外國觀光客太多，自己也不怎麼太會講英文。  
(中一中豪大大雞排)
2. 這邊外國人很多，那我們因為英文不是那麼精通，所以直接在菜單上做一個英文可以讓他們看，中英對照的。(哇薯條)
3. 就是配合這個觀光客，國際化的關係，推廣這個飲料，也方便外國顧客點哪種飲料。(傳奇茶坊)
4. 因為逢甲這邊算有名啊，就是很多外國遊客會來觀光啊，所以需要英文菜單。(手成麵館)
5. 因為很多外國人來這邊吃飯啊，為他們做的啊。(大丁拉麵)
6. 喔，因為逢甲夜市這邊很多外國人，那外國人最簡單的溝通工具就是英文醬很簡單的口味在這邊給他們看也比較好點。(雙響砲炸彈燒)
7. 因為有美國學生…呃，各國學生都有來用餐啊。(野澤三)
8. 因為這邊有很多外國觀光客。(就醬拌)
9. 因為貝果本來就是外來的食物，外國客戶比較多。然後這邊是大學區啊！教授和外國學生都很多啊。(美奇客貝果)
10. 喔，因為我們現在有賣歐法類的麵包，所以會吸引外國人來買這些麵包有時候他們喜歡台式的口味，而且我們這邊靠近師大，會有很多外國學生學中文，來買麵包，就會看的比較清楚這樣。(布列德麵包)

11. 因為我覺得這邊的外國人滿多的。然後我的英文又不太懂，剛好我女兒有到國外去嘛，所以我就叫他幫我做。所以客人來的時候不懂可以看，因為英文旁邊有中文，所以我就也看得懂他的要什麼。(北港豆花)
12. 因為這邊留美來這邊學中文的學生很多啦。(寶島牛)
13. 因為夜市這邊有很多外國人，有美國人日本人，所以老闆就做英文的和日文的菜單，因為他們這樣看的懂。(楊記天津蔥抓餅)
14. 因為師大夜市外國人滿多的。(茶壩)
15. 喔，因為我們這邊有外國學生啊，外國學生比較多，都師大的。(大町丼飯/烏龍)
16. 就是配合這個觀光客，國際化的關係。推廣這個飲料，也方便外國顧客點哪種飲料。(傳奇茶坊)

**b.因為賣的是外國料理:5**

1. 因為我們是做墨西哥料理，主要也是異國風味，讓外國人可以吃到不同於台灣小吃的味道。(墨非餅)
2. 因為優格是美國一種流行的點心，然後我們老闆之前在美國住了很長一段時間回來開店，才會使用中英文菜單。(芙洛優)
3. 因為優格這食物是從外國來的，就是英文。我們本來是用英文的菜單，你看到的店名還有店內海報菜單等等都是用英文...(SamBa 優格冰淇淋)
4. 因為 hot dog 這種東西是美國開始的啊。所以你放英文外國人比較看得懂。(火燄熱狗堡)
5. 因為貝果本來就是外來的食物，外國客戶比較多。然後這邊是大學區啊，教授和外國學生都很多啊。(美奇客貝果)



#### c.給外國人方便:4

1. 就是配合這個觀光客，國際化的關係。推廣這個飲料，也方便外國顧客點哪種飲料。(傳奇茶坊)
2. 喔，因為逢甲夜市這邊很多外國人，那外國人最簡單的溝通工具就是英文。這樣很簡單的口味在這邊給他們看也比較好點。(雙響砲炸彈燒)
3. 因為 hot dog 這種東西是美國開始的啊，所以你放英文外國人比較看得懂。(火燄熱狗堡)
4. 因為夜市這邊有很多外國人，有美國人日本人，所以老闆就做英文的和日文的菜單。因為他們這樣看的懂。(楊記天津蔥抓餅)

#### d.英文不好:3

1. 因為這裡外國觀光客太多，自己也不怎麼太會講英文。  
(中一中豪大大雞排)
2. 這邊外國人很多，那我們因為英文不是那麼精通，所以直接在菜單上做一個英文可以讓他們看，中英對照的。(哇薯條)
3. 因為我覺得這邊的外國人滿多的。然後我的英文又不太懂，剛好我女兒有到國外去嘛，所以我就叫他幫我做。(北港豆花)

#### e.推廣產品:2

1. 就是配合這個觀光客，國際化的關係。推廣這個飲料，也方便外國顧客點哪種飲料。(傳奇茶坊)
2. 因為我們是中國風，推廣台灣的茶飲文化，去做中英文的菜單讓他們了解。(茶壩)

**f.客人要幫我做的:2**

1. 是客人自己想幫我們做的。她是台灣人，從小在外國長大，常帶外國人來吃飯，因為每次帶他們來吃都要解釋，乾脆幫我們做一張。  
(三舅媽潤餅捲)
2. 因為是一個日本小姐幫我做的，他來師大學中文，他說在日本商店都有這個多語菜單，因為在日本鍋貼也很流行。還有因為她也會帶師大的外國同學來吃。(阿英鍋貼)

**g.想要跟別人家不一樣:1**

1. 我們老闆想要跟別家店不太一樣。(就醬拌)

**f.配合學校活動:1**

1. 其實是因為跟師大的外國學生合作才開始想做的，提供食物餐卷可以買東西。(大町丼飯/烏龍)



## APPENDIX H

### Chinese Transcriptions of Answers from Interviewee who did not Use Bilingual Menus

#### Q1:為什麼不做中英文菜單?

##### 英文能力很好: 4

1. 雖然逢甲這邊滿多國外的，但如果他們來的話，我們可以用簡單的英文跟他們溝通。口語，或是用比手畫腳。(yes 茶飲)
2. 沒想這麼多欸…因為外國人會說中文。員工也會說英文。(馬力碳烤雞排)
3. 因為老闆和員工都會說英文。(天香客站)
4. 因為會講英文所以不用做。(水果大町)

##### 英文能力不好: 3

1. 沒有不做，只是沒有想到怎麼給他翻。像魚要醬吃只是一個 kuso 的名字，像我們這樣給他翻出來只是造字面翻譯，但像是口味的東西但就是不曉得要給他怎樣翻。(魚要醬吃)
2. 因為不會英文啊。(美樂蒂可樂餅)
3. 很多店家，像我們這條巷子(逢甲路 20 巷)，都不會做英文菜單啦!第一個吼，是程度沒有這麼好；再來你今天做了英文菜單，那外國人都來跟你買，壓力很大。又不會說對不對?(蜂蜜茶)

##### 外國人會講中文: 3

1. 當初沒想這麼多欸，黑啊。外國人有時候會講中文和看中文，甚至是台語。所以也沒想那麼多要做。(斑馬線義式廚房)

2. 以台灣夜市，逢甲來講喔，現在應該還是用中文為主欸。像外國人，基本的單字，基本的啦，都會講這樣。或是看圖案啊…他們都會看主要是我們有圖片啦，他就會指著圖片說他要什麼。不會講太多…  
(小人物茶飲專賣店)
3. 沒想這麼多欸…因為外國人會說中文，員工也會講英文。  
(馬力碳烤雞排)

### 外國人很少來: 3

1. 因為這裡很少外國人(洋人)，幾乎都是中國大陸新加坡那些的，或是日本人。(泰式奶茶)
2. 因為基本上台灣人還是以中文為主。他們外國觀光客基本上都選擇比較出名的店家。(甜心哈豆)
3. 滷味很少外國人會來… (大滷桶)

### 有導遊:1

1. 那個英文招牌是給外國人看的啊，然後他們有導遊啊~所以導遊會介紹。(味珍香大腸包小腸)

### 有圖片:1

1. 以台灣夜市，逢甲來講喔，現在應該還是用中文為主欸。像外國人，基本的單字，基本的啦，都會講這樣。或是看圖案啊…他們都會看主要是我們有圖片啦，他就會指著圖片說他要什麼。不會講太多…  
(小人物 茶飲專賣店)

## APPENDIX I

The Survey Form used in Quantitative Data Collection

No.	Chinese Sign Board	Food Category			Price (NT dollar)				Vendor Type		Chain Store or not	English Sign Board	Bilingual Menu	Memo
		Drinks	Traditional-Taiwanese Foods	Foreign Foods	50 ↓	51~99	100~149	150 ↑	Shop	Booth				
e.g. C.10	宜客特大杯飲品店	V			V	V			V		--	Extra Large Cup Juice & Tea	--	Foreigners can speak Chinese.
C.37	源士林粥		V		V	V	V		V		V	--	.--	Few foreigners. Easy talk is fine.
C.49	脆客雞排		V		V					V	V	--	--	No need.
C.58	紅谷鐵板燒			V			V	V	V		V	--	V	--