

# **Food as an example of translation dynamism**

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## The premises underlying this presentation are twofold:

1. texts occur in social contexts and language is a manifestation of it since it identifies social relations.
2. as translation is a cultural operation, it has a bearing on the perception of identities.

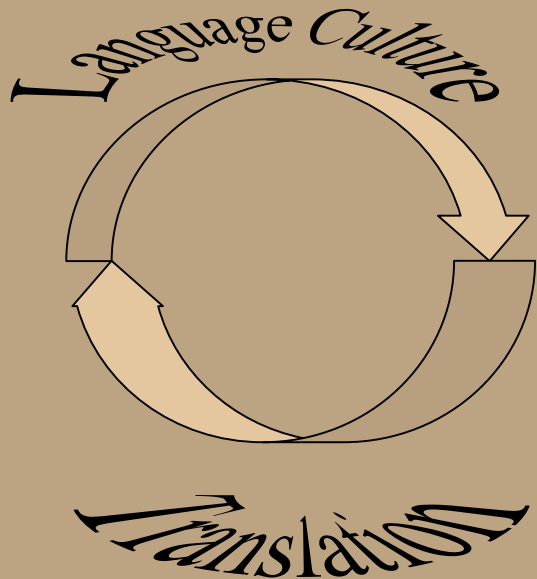


Cultural references, as elements of language, are also part of this identification process.

**Food is the cultural commodity that travels the fastest.**

**It travels, settles, metamorphoses and modifies languages and cultures**

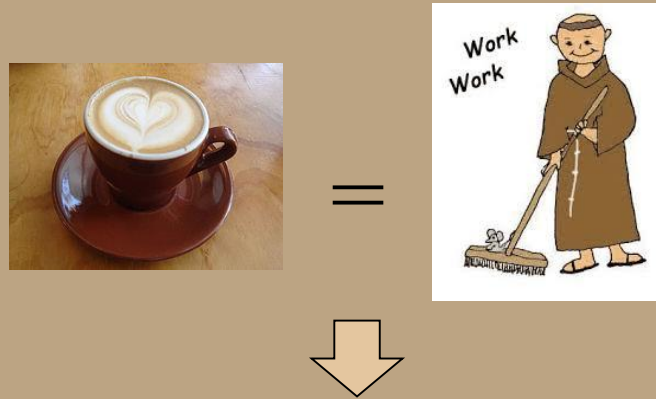
- Causes chaos in spelling & in recipes
- Makes translations become obsolete
- Blurs the ST and brightens the TT in a new form



Because translation implies translating cultures, Languageculture and Translation go from one to the other alternately operating in a circle.

## **Chaos in spelling/ languages with family resemblance**

Caputxí/ Cappuccino



<b>EN</b>	Cappuccino	Capuchin	≠
<b>ES</b>	Capuchino	Capuchino	=
<b>CAT</b>	Caputxino	Caputxí	≠

## Chaos in spelling/languages without family resemblance

Tabule / تبولة

Wikipedia

EN	ES	CAT
Tabbouleh (Arabic: تبولة <i>tabūlah</i> ; also tabouleh or tab(b)ouli	Tabule (del árabe طبولة <i>tabbula</i> , pronunciado <i>tabbule</i>	Tabulé

Termcat

EN	ES	CAT
Tabbouleh Tabouleh	Tabbule Tabule Tabulé	Tabule

## Chaos in recipes



In TC → Doner Kebab= Xauarma

### TERMCAT

EN	ES	CAT
DONER KEBAB/ SHAWARMA	CHAWARMA/ DON ER KEBAB SHAWARMA	XAUARMA/DÓNE R KEBAB

In SC → كباب ≠ شوارما



## Chaos in recipes تبولة / Tabbule

	SC	TC
		
MAIN INGREDIENTS	PARSLEY & BULGUR	COUSCOUS
OTHER INGREDIENTS	ONION, MINT, TOMATO, LEMON JUICE	SOMETHING ELSE SUCH AS RAISINS, CUCUMBER, PEPPER, OLIVES

## **Translations become obsolete. *The Simpsons***



It refutes the common-held belief that holds that translations expire in 30 years



## **Blurs the ST and brightens the TT in a new form**

Falàfel / فلافل

	ST	TT
Main image	Humble meal	Cheap meal for young people
Status	Common, traditional	Exotic, new, trendy
Age	Everybody, but specially men because it is eaten in the street	Young people
Where and how	Sold in small kiosks without tables or chairs, where only falafel and hummus (made with chickpeas) is served. It is eaten in the street, standing up or sitting on a bench or on the curb	Sold in an Arabic (Pakistani, Turkish) restaurants. It is one of the several dishes (not exclusively made with chickpeas). It is available without being served in bread

We can conclude that

1

When translating food items, the top priority is to convey the sociolinguistic values attached to them rather than their mere description.

2

Food as a cultural referent can define the identity of the characters related to it as it can specify age, genre, religion, wealth, quality or familiarity.

3

Changes in the values of the different social groups that conform societies will affect the values associated with food

4

Translations must adjust to the translation dynamism established by the idiosyncrasies of food

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