



ISSUES OF TRANSLATION AND LOCALIZATION
OF ONLINE MENU TEXTS IN ENGLISH AND UZBEK
WITHIN DIGITAL GASTRONOMIC DISCOURSE

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ABSTRACT

This article examines the linguistic and linguocultural challenges involved in translating and localizing online menu texts in English and Uzbek within the context of digital gastronomic discourse. Particular attention is paid to the translation of national dish names, food-related cultural references, ingredients, cooking methods, and language units that convey culturally specific meanings. The study discusses the use of translation strategies such as transliteration, descriptive translation, explanatory translation, and cultural adaptation. Through a comparative analysis of English and Uzbek online menus, the article explores ways to preserve national gastronomic identity, ensure that menu information is understandable to international consumers, and convey cultural meanings across languages. The findings are expected to contribute to the linguistic adaptation of digital gastronomic content for international audiences and to the improvement of translation and localization practices in online menu communication.

INTRODUCTION

Globalization processes and the rapid development of digital technologies are giving rise to new forms of information exchange between diverse languages and cultures. In particular, the widespread promotion of gastronomic services via online platforms has expanded opportunities to present restaurant and café menus to an international audience. Consequently, the translation



and localization of online menu texts have become a significant area of focus within modern translation studies, linguoculturology, and digital communication. Such texts serve not only to provide information about dishes but also to convey a specific nation's culinary heritage, customs, and cultural values to speakers of other languages. Digital gastronomic discourse encompasses the textual and visual communication of restaurants, cafés, and food services on the internet. Online menu texts—a key component of this discourse—include information regarding dish names, ingredients, preparation methods, flavor profiles, and the product's cultural origins. Translating these elements from one language to another requires not only ensuring lexical equivalence but also preserving the cultural content of the original text and conveying it in a manner accessible to the target audience. Therefore, in gastronomic translation, cultural appropriateness and communicative effectiveness are considered important criteria alongside linguistic accuracy. One of the primary challenges in translating online menu texts between English and Uzbek relates to expressing the names of national dishes and gastronomic cultural concepts in another language. For instance, names of Uzbek national dishes such as *palov*, *norin*, *sumalak*, and *manti* represent concepts formed within a specific cultural context. When presenting them in English, various methods may be employed, such as retaining the original name, using transliteration, providing a descriptive translation, or adding an explanatory note. However, each of these methods yields different results: retaining the original name preserves national distinctiveness, a descriptive translation explains the dish's ingredients or preparation method, and an explanatory translation helps reveal its cultural significance. Beyond the translation of online menu texts, localization is also of particular importance. While translation focuses primarily on conveying the content of the text in another language, localization encompasses adapting the text to the linguistic, cultural, and communicative needs of a specific audience. In this regard, the localization process must take into account the spelling of dish names, ingredient details, units of measurement, stylistic choices in descriptions, and the inclusion of national-cultural explanations. The need for text to be concise, precise, and clear—particularly in online menus—imposes additional requirements on the translator. The relevance of this issue is further underscored by the linguistic and cultural differences between English and Uzbek gastronomic terms. Certain dish names may lack exact equivalents in the target language, ingredient names may vary, or the cultural significance associated with a national dish might not be fully conveyed in translation. In such instances, the translator must consider not only the literal meaning of a word but also its contextual significance, cultural associations, and comprehensibility for the foreign consumer. Consequently, a comparative study of translation strategies helps identify the characteristics of intercultural information transfer within digital gastronomic discourse. The study focuses on online menu texts in English and Uzbek. The subject of the study encompasses the methods of translating and localizing names of national dishes, gastronomic realia, and other culturally marked units found in these texts, as well as the linguistic and linguocultural challenges arising during these processes. The research employs



descriptive, comparative, contextual, and translation analysis methods. These methods are used to examine the semantic content of gastronomic units in online menu texts, the strategies applied in translation, and the characteristics of conveying national-cultural information in another language. Comparative analysis makes it possible to identify the similarities and differences between units serving the same communicative function in English and Uzbek. The scientific and practical significance of the study lies in the potential for its findings to facilitate the presentation of national gastronomic heritage to an international audience in the digital environment, improve the quality of online menu translation and localization, and reduce misunderstandings in intercultural communication. Furthermore, the research results can serve as a basis for future scholarly work in translation studies, linguocultural studies, and digital discourse. can be utilized in research. In conclusion, examining the translation and localization of internet menu texts in English and Uzbek fosters a deeper understanding of the relationship between language, culture, and digital communication. Approaches aimed at preserving the distinctiveness of national dish names, conveying gastronomic information clearly, and accurately expressing cultural nuances can enhance the linguistic quality of internet menus and promote international recognition of national culinary heritage.

LITERATURE REVIEW

Issues surrounding the translation and localization of online menu texts within digital gastronomic discourse represent an intersection of modern translation studies, linguoculturology, and intercultural communication. In gastronomic texts, dish names, ingredients, preparation methods, and elements with national-cultural significance reflect the historical experience and lifestyle of a specific people. Consequently, translating such texts requires not only lexical equivalence but also the preservation of cultural content, the conveyance of information in a way that is understandable to the target audience, and consideration of the text's communicative function. Adam Yuet Chau, examining restaurant menus through translation and anthropological lenses, emphasizes that a menu is not merely a list of dishes but a communicative tool reflecting a specific social and cultural environment [1]. In the author's view, translating a menu goes beyond simply converting words into another language; it also entails conveying concepts related to restaurant culture, ordering practices, and food selection. This approach is significant for the study of online menus in English and Uzbek, as the translation of national dish names requires taking their cultural context and communicative function into account. Kate Benedicta Amenador and Zhiwei Wang investigated the translation of culture-specific units from Chinese to English based on a large-scale corpus of gastronomic menus [2]. The authors analyzed materials comprising over 4,000 names of dishes and beverages using both descriptive and corpus-based methods. The study examined strategies such as preserving, describing, generalizing, and adapting cultural units to the target culture. The results indicate that the choice of translation method is influenced by the cultural markedness, polysemy, and contextual function of the dish name. This scholarly approach holds methodological significance for



justifying the need to either retain the original name or provide an explanation when rendering Uzbek national dishes in English. Another study, which examined the transmission of Turkish gastronomic culture through menu translations, analyzed methods for rendering national dish names from restaurant menus into English [3]. This research investigated 926 gastronomic units drawn from the menus of 20 restaurants, employing comparative and mixed-methods (qualitative and quantitative) approaches. The findings suggest that the prevalence of a literal translation approach in some instances may result in a failure to provide sufficient information regarding the ingredients and preparation methods of the dishes. This conclusion is also relevant when presenting Uzbek national dishes on online menus in English: while retaining the original name, providing a clear explanation of the dish's nature is crucial for the foreign consumer. Francisco Javier Díaz-Pérez conducted a corpus-based analysis of English-translated menus from Spanish restaurants to examine the strategies employed in translating the names of dishes and beverages [4]. The study analyzed 1,436 gastronomic items—and their English translations—drawn from the menus of 80 restaurants across four areas in the Málaga province of Spain. The results indicate that strategies aimed at preserving source-culture characteristics play a significant role in translation. Such an approach not only maintains the dish's national identity but also helps introduce its culture of origin to the target audience. This research is significant for exploring the balance between preserving and explaining national dish names when comparing online menus in English and Uzbek. Yoanita Azzahra, Asrofin Kholifah, and Hanifa Pascarina studied the translation of dish names on restaurant and café menus using a linguistic landscape approach [5]. The study analyzes menu types, their structural composition, and methods for translating dish names. The authors demonstrate that the descriptive translation method plays a crucial role in explaining a dish's ingredients, preparation process, and presentation style. This perspective is particularly useful when rendering Uzbek national dishes in English, as translating only the name of a dish does not always fully convey its essence. Mohammed Al-Batineh investigated menu translation and localization in mobile food delivery apps using a multimodal and audience-reception-based approach [6]. In addition to textual descriptions, the study considered food imagery, as well as how users comprehend the menu and perceive translation quality. The results indicate that combining the retention of the original dish name with clear explanations can be effective in conveying the menu's content. It is also emphasized that translation quality is linked to user experience, trust, and purchasing decisions. This approach views online menus not merely as text, but as imagery and substantiates the need to study it as a communicative product that interacts with other digital elements. An analysis of the aforementioned scholarly sources demonstrates the importance of preserving national-cultural elements, employing descriptive and explanatory translation techniques, and adapting the text for the target audience when translating gastronomic menus. However, the majority of existing studies focus on menu translations involving Chinese, Turkish, Spanish, or other languages. A comparative study of the translation and localization challenges associated with



online menu texts in English and Uzbek—within the framework of digital gastronomic discourse—remains a relevant area for further research. This article addresses precisely this issue, analyzing strategies for preserving cultural content while conveying information in a way that is comprehensible to a foreign audience when translating the names of national dishes, gastronomic realia, and their descriptions.

RESEARCH METHODOLOGY

This study aims to identify the linguistic and linguocultural challenges arising during the translation and localization of online menu texts in English and Uzbek. The theoretical and methodological framework of the study is grounded in scholarly approaches to translation equivalence, intercultural communication, gastronomic discourse, and the localization of digital texts. Menu texts from English and Uzbek restaurants and cafes, published on online platforms, serve as the object of the study. The subject of the research encompasses the translation of units representing national dish names, gastronomic realia, ingredients, and cooking methods, as well as the preservation of cultural content and adaptation for the target audience. Descriptive, comparative, contextual, and translational analysis methods are employed throughout the research process. The descriptive method is used to identify names of national dishes, their descriptions, and culturally marked units found in online menus. The comparative method enables a comparison of the ways identical or similar dishes are represented in English and Uzbek menu texts, as well as the identification of similarities and differences in translation solutions. Contextual analysis is used to examine the textual meaning, cultural content, and communicative function of gastronomic terms. Translation analysis, meanwhile, serves to identify the application of strategies such as transliteration, descriptive translation, explanatory translation, generalization, and cultural adaptation. During the analysis, translation and localization issues are examined based on several criteria. The first criterion concerns the translation of national dish names, analyzing methods such as retaining the original name, transliteration, and using alternative names. The second criterion involves the expression of gastronomic *realia*, examining ways to explain culture-specific dishes, ingredients, and preparation methods in another language. The third criterion focuses on preserving cultural content, evaluating the extent to which national traditions, historical significance, and cultural associations linked to the dish are reflected in the translation. The fourth criterion addresses localization and information clarity, considering the readability of the menu text for the target audience, the adequacy of explanations, and compliance with digital environment requirements. For instance, rendering the Uzbek dish name *sumalak* simply as "sumalak" in English preserves the original name but may fail to provide sufficient information about the dish itself. Explaining a dish like *sumalak*—a traditional Uzbek dish associated with Navruz—in this manner helps convey not only its name but also its cultural context. Based on such examples, one can compare translation strategies regarding their ability to preserve national distinctiveness while providing information that is comprehensible to a foreign audience. To ensure the



reliability of the research findings, the English and Uzbek menu materials must be selected based on clear criteria, internet sources must be documented, and units of analysis must be examined using consistent standards. If quantitative analysis is conducted, the frequency of use of various translation strategies can be calculated; in this case, statistical results are derived solely from the materials actually collected and analyzed. This methodological approach enables a systematic study of the challenges involved in translating and localizing online menus in English and Uzbek, the identification of effective translation strategies, and the substantiation of methods for preserving national gastronomic content. The research findings can serve as a basis for developing scientific and practical recommendations aimed at advancing digital gastronomic discourse, improving the quality of online menu translations, and presenting national gastronomic heritage to an international audience in an accessible manner.

ANALYSIS AND RESULTS

The process of translating and localizing online menu texts between English and Uzbek within digital gastronomic discourse is characterized by the interplay of linguistic, cultural, and communicative factors. Dish names, ingredients, preparation methods, and descriptive expressions found in online menus not only provide information about the food itself but also reflect its national origins and cultural characteristics. Consequently, when translating such texts, it is crucial to preserve the cultural content of the original and convey it in a way that is understandable to speakers of the target language, while also ensuring lexical equivalence. One of the primary challenges in gastronomic translation stems from the fact that certain national dish names lack direct equivalents in other languages. For instance, Uzbek terms such as *sumalak*, *norin*, and *palov* denote specific dishes that are deeply rooted in national gastronomic traditions. Expressing these in English necessitates a choice between retaining the original name, employing a descriptive translation, or using an explanatory translation. The specific translation method selected depends on the unique nature of the dish's name, the function of the text, and the cultural background of the target audience. In the comparative analysis of online menu texts in English and Uzbek, several key strategies for rendering the names of national dishes can be identified. Among these, the use of transliteration, descriptive translation, explanatory translation, and generalizing expressions is of particular importance.



1-jadval.

Milliy taom nomlarini tarjima qilish strategiyalari⁴²

Tarjima strategiyasi	O'zbekcha birlik	Ingliz tilidagi ifoda	Asosiy vazifasi
Asl nomni saqlash	Palov	Plov	Milliy nomni saqlash
Tavsifiy tarjima	Norin	A traditional dish made with finely cut dough and meat	Taom tarkibini tushuntirish
Izohli tarjima	Sumalak	Sumalak, a traditional dish associated with Nowruz	Madaniy kontekstni yetkazish
Umumlashtirish	Manti	Traditional steamed dumplings	Taomning umumiy turini tushuntirish

The examples presented in the table demonstrate that translation strategies serve various communicative functions. Retaining the original name showcases the dish's national identity, yet it may fail to provide foreign consumers with sufficient information regarding its ingredients and preparation method. Descriptive translation, on the other hand, helps reveal the dish's key characteristics. Explanatory translation illuminates the dish's cultural context alongside its name. For instance, rendering the word **sumalak** simply as **sumalak** preserves the national name; however, an explanatory phrase such as "**sumalak**, a traditional dish associated with Nowruz" also clarifies the dish's connection to the holiday. In this regard, combining the original name with a brief explanation helps strike a balance between preserving national identity and conveying information clearly. Gastronomic **realia** are linguistic units that express concepts specific to a particular people's culinary culture, historical experience, and way of life. A primary challenge in translating them is the lack of a perfect match between the concept in the source language and existing lexical units in the target language. Items found in Uzbek cuisine—such as **qazi**, **qurt**, and **sumalak**—serve as examples of this. When translating these terms into English, it is often advisable to retain the original name and provide a brief explanation. For instance, rendering **qazi** as "**qazi**, a traditional Central Asian horse-meat sausage" conveys information about the dish's name, primary ingredients, and cultural origins. In doing so, the explanation must accurately reflect the dish's actual composition and preparation method.

⁴² muallif tomonidan tarjima strategiyalarining qiyosiy tahlili asosida tuzilgan.



2-jadval.

Gastronomik realiyalarni tarjima qilishda uchraydigan muammolar⁴³

Muammo turi	Namuna	Ehtimoliy yechimi	tarjima
To'liq lug'aviy muqobilning mavjud emasligi	Sumalak	Asl nom va madaniy izoh	
Taom tarkibining tushunarsizligi	Qazi	Asl nom va ingredient tavsifi	
Taom turini noto'g'ri umumlashtirish xavfi	Norin	Tayyorlanish usuliga asoslangan tavsif	
Madaniy ma'noning yo'qolishi	Navro'z sumalagi	Bayram bilan bog'liq izoh	
Matnning haddan tashqari uzunligi	Batafsil taom tavsifi	Qisqa, aniq va mazmunli lokalizatsiya	

As the table demonstrates, simply replacing a dish's name with a generic term in another language is not always sufficient. Excessive generalization can cause the dish to lose its national identity, while overly detailed explanations may compromise the conciseness and readability of an online menu. Therefore, the translator must strike a balance between the original name, the precision of the description, and the length of the text. Localization is a broader process than translation, involving the adaptation of text to the linguistic, cultural, and communicative needs of a specific audience. In the context of online menus, this process manifests in how dish names are written, ingredients are listed, descriptions are made understandable, and national-cultural details are presented in a way that resonates with the target audience. For instance, an Uzbek menu might use the phrase "Tandirda pishirilgan go'sht" (meat cooked in a *tandir*). Rendering this in English as "meat baked in a traditional *tandoor* oven" provides a clearer explanation of the cooking method. Retaining the term "*tandoor*" highlights the uniqueness of the traditional cooking technique, while the addition of the word "oven" offers foreign consumers necessary context. Text length is also a crucial factor in the localization process. Online menus are typically presented in a format that allows for quick scanning and facilitates rapid decision-making. Therefore, rather than including excessive commentary, it is advisable to provide a concise overview of the dish's key ingredients, preparation method, and relevant cultural details. However, the drive for brevity should not come at the expense of omitting essential culinary or cultural characteristics. Overall, the process of translating and localizing online menu content between English and Uzbek requires a balance of linguistic accuracy, the preservation of cultural context, and clarity of information. Combining the retention of a traditional dish's name with a brief description or cultural note is a valuable strategy within digital gastronomic

⁴³ muallif tomonidan gastronomik tarjima muammolarini tasniflash asosida tuzilgan.



discourse. This approach establishes a theoretical and practical foundation for introducing national culinary heritage to an international audience and fostering intercultural communication.

CONCLUSION

The process of translating and localizing online menu texts between English and Uzbek is closely linked not only to linguistic factors but also to linguocultural, pragmatic, and communicative ones. Research findings indicate that when translating dish names within gastronomic discourse, it is crucial to consider—alongside their lexical meaning—their national-cultural content, structural characteristics, and the impressions they evoke in the consumer.

Based on the analysis, the following conclusions have been drawn:

First, the names of national dishes are often cultural units that reflect the historical experience, customs, and gastronomic traditions of a specific people. Therefore, when translating the names of Uzbek national dishes such as *palov*, *norin*, and *sumalak* into English, it is advisable to retain their original forms while providing brief explanations where necessary.

Second, strategies such as transliteration, descriptive translation, explanatory translation, and generalization play a significant role in translating online menu texts. However, the effectiveness of these methods varies depending on the cultural distinctiveness of the dish, the knowledge level of the target audience, and the communicative requirements of the digital platform. In particular, retaining the name of a national dish while briefly explaining its ingredients or preparation method strikes a balance between cultural significance and informational clarity.

Thirdly, a major challenge in the translation process stems from the lack of exact equivalents for certain gastronomic concepts between English and Uzbek. In such instances, a literal translation may fail to adequately convey the dish's distinctive characteristics. Therefore, the translator must select an appropriate translation strategy that takes into account the dish's ingredients, preparation method, and cultural context.

Fourthly, localizing online menu texts requires going beyond the mere adaptation of linguistic elements. Factors such as the local consumer's cultural background, their need for information regarding ingredients, text length, and readability on mobile devices must also be considered. Concise, precise, and clear descriptions—particularly on delivery platforms—help consumers accurately understand the dish.

Fifthly, maintaining a balance between preserving local culinary character and ensuring accessibility for a foreign audience is a key methodological principle in gastronomic translation. Over-generalizing a dish's name can dilute its cultural identity, while excessive explanation may negatively affect the conciseness and functionality of the menu text. Therefore, retaining the original name and providing necessary information through a brief description is often considered the optimal solution.



In general, the translation and localization of online menu texts between English and Uzbek require adherence to principles of cultural equivalence, informational accuracy, communicative effectiveness, and suitability for the digital environment. This approach serves to accurately present national gastronomic heritage to an international audience, enhance translation quality, and expand the potential for intercultural communication within digital gastronomic discourse.

The practical significance of this study lies in the fact that its conclusions can be applied to the preparation of multilingual texts for restaurants, digital menus, and food delivery platforms, as well as to the development of recommendations for translating and localizing gastronomic terms. Furthermore, future research should focus on the comparative analysis of actual online menu corpora in English and Uzbek, determining the frequency of specific translation strategies, and empirically examining their impact on consumer perception.

Foydalanilgan adabiyotlar

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