



POSUDEK VEDOUCÍHO BAKALÁŘSKÉ PRÁCE

Studijní obor: **Anglický jazyk a literatura (dvouoborové studium)**

Název práce: **A comparative analysis of linguistic devices used in English-written menus**

Autor práce: **Jiří Dytrich**

Vedoucí bakalářské práce: **Mgr. Helena Lohrová, Ph.D.**

Oponent bakalářské práce: **Mgr. Petr Kos, Ph.D.**

Short characteristics of the thesis:

Jiří Dytrich's thesis examines the language of English menus of the present-day food establishments in the UK and argues that by understanding the linguistic composition of menus, restaurateurs can create a dining experience which is simply greater than the parts of the menu. Restaurant customers, diners and consumers in general are thus enabled to appreciate the synergies presented in the menu offer which serves to manage their dining expectations. The strategies employed in the assembly of the menus and their subsequent marketing form an essential, indeed perhaps critical ingredient in the ultimate success of the food establishment.

Methodologically, the thesis loosely draws on an American study of a similar focus that was completed by Dan Jurafsky et al. in 2014. The thesis subjects to analysis 90 samples of English-written menus that were collected within the period from June to September of 2020 and stratified into three price categories: Expensive restaurants (\$\$\$), Mid-range restaurants (\$\$), and Low-cost restaurants (\$). In addition to undertaking a fine-grained, manual textual analysis of the menus, a Czech National Corpus tool KWords is also employed to provide a more comprehensive insight into the language of the menus across the three price categories. To facilitate the CNC KWords analysis, all text of the 90 menus was converted into UTF -8 (Unicode) format and was subjected to a computational analysis. The thesis comprises seven chapters that progress in a logical order and build up towards Conclusions that finish on page 90. Including the Appendices, the thesis amounts to 124 pages of text.

Overall assessment:

Stemming from his own interest in the topic, the author has designed and completed a linguistic analysis that is truly applied in its character. It is also sound analytically and practically relevant that the author created a contrasting analytical reference to the American research completed by Jurafsky et al. and enriched this with corpus insights obtained via the KWords analyses.

The thesis has fully achieved its objective: as a practice-based project, the author has conducted his analysis on a body of authentic data that he collected on his own initiative. The thesis structure is clear, the literature review is undertaken in a cultivated manner, the overall length and depth of the material are appropriate to an undergraduate dissertation.

In my view, the thesis offers a number of achievements that must be noted and appreciated:



1. The mixed-methods data analysis design which is suitable for an applied linguistics research inquiry. In the context of a BA thesis this has been carried out to a satisfactory effect.
2. The research of the data collected underscores the importance of menus as a vital means of communicating with customers to dine in a particular establishment.
3. The linguistics insights (e.g., the level of personification, linguistic fillers, or descriptive adjectives) generated via the comparison of the menus analysed across three different price categories of restaurants provides a blueprint to restaurateurs on how best to create the menu.
4. The analysis has illustrated the complexity of restaurant menus as texts and the flexibility with which their genre may be exploited for the purposes of establishing a market niche, positioning the business in the market, and ultimately leading to a business contact and sale in the sense of managing a dining experience.
5. Specifically, the thesis highlighted some language means conventionally employed to put the emphasis on branding and provenance, which again may be of interest to existing food establishments, as well as up and coming start-ups.

Overall, the thesis provides an informed account of how linguistic devices are used in English-written menus and creates a discussion on how these can best be applied by the hospitality sector. As such, the work is certainly worth reading.

As a supervisor, I would like to appreciate Jiří's motivation for the topic, his heuristic approach towards the analysis design, and his great effort to endeavour going beyond a narrow linguistic interpretation of the data with an aim to provide a more practice-based picture of a purposeful use of language in context.

I do recommend the thesis for defence and suggest that it be marked excellent.

Práci **doporučuji** k obhajobě.

Navrhovaná klasifikace: **výborně**

13. srpna 2021

Datum

Podpis