

Report 2020



The University of Manchester

The contents of this report are the intellectual property of the authors. No part of this report may be circulated or reproduced without explicit permission from the authors, or from the School of Arts, Languages and Cultures at the University of Manchester, Oxford Road, Manchester M13 9PL, United Kingdom.

Exploring linguistic landscapes of the Japanese language in Manchester using LinguaSnapp[®]

Lisa Carter

1 Research questions and methods

With Manchester being home to over 150 languages (Matras and Robertson, 2015: 1), Manchester has a vast linguistic landscape embracing diversity in ways that may possibly act as communication with a community via signs such as those on shop fronts, menus, languages written on walls etc. This research set out to explore the less documented gap in which the Japanese language was the main topic. Targeting all four writing scripts; romanised, hiragana, katakana and Kanji and with two questions in mind, the LinguaSnapp[®] app was used to document the way in which the language is used in urban Manchester. We asked:

1. Is there an emerging Japanese community in Manchester?

Hosting two very prestigious universities, The University of Manchester and Manchester Metropolitan University, Manchester attracts people and their languages from all over the world. According to the 2011 Census, 261 Japanese nationals lived in Manchester.

2. How is the possible emerging community supported via Manchester's linguistic landscape in the public and private sectors?

The public sector consists of establishments run by the government. For example, hospitals, fire services, police services and town halls. The private sector consists of restaurants, shops, shopping malls, arcades etc not run by the government. With the centre of Manchester showing a possible emerging community of Japanese nationals, this research aimed to begin to document any patterns that may emerge from present day to possible future studies. We asked this question in order to assess if the function of the signs match the services provide.

Commercial areas of Manchester were concentrated on, mainly The Arndale Centre, Northern Quarter, Spinningfields and Castlefield and Chinatown. This was to enable us to gather a more in depth understanding of how Manchester's Japanese residents' and visitors' culture impacts business' and how they market their products when using language signs. To contrast between bottom-up and topdown perspectives, public sector buildings such as The University of Manchester, The Town Hall, The Peoples History Museum and several of Manchester's courts were also researched. However, due to the lack of findings within the public sector, we will only touch upon this and not base this entire research on the original comparison of public sector versus private sector language sign usage. In order to draw comparison to keep in-line with asking how the possible emerging community is supported via Manchester's linguistic landscape, a slight change was made. As we are asking how the Japanese language is used on signs, comparing communicative signs against emblematic signs would also give an insight in to the usage and support or lack thereof. Furthermore, as mentioned in the research proposal, in the event that enough material based on only the Japanese language was not obtained, the research would look in to contrasting the Japanese language with the Chinese language. The reason for this was due to the main Japanese language script, Kanji, originating from the Chinese language.

While collecting data for this research, due to the LinguaSnapp[®] app not being able to save images that have not been uploaded directly to the map, when purchasing a new mobile phone all previous data was lost. Therefore, the time planned to spend reviewing data was set back roughly by a few

weeks so that extra time could be spent on re-collecting as much data that was originally collected. Due to the linguistic landscape continuously changing it is possible that some data was lost. This data naturally will not be mentioned in this research in order to not influence the results. Whilst waiting for the new mobile phone to arrive, a few photographs were taken with a digital camera that were unable to be uploaded to LinguaSnapp[®] due to software incapabilities. These photographs will be mentioned in this research but will not be able to be viewed on the LinguaSnapp[®] mapping software.

Whilst collecting data, the intention was to ask store managers and staff questions regarding the choice of language if the opportunity arose. However, due to uncontrollable reasons, be that the manager not available or the staff not being knowledgeable regarding such a topic, it was advised to email the businesses directly in that, if possible, someone would be able to get in touch with an appropriate reply. These emails have been included in this research to show qualitative data.

It is also important to note that in the little time allocated, with only one researcher and uncontrollable circumstances this research does not attempt to portray an accurate image of Manchester's linguistic landscape but endeavours to begin a study that may progress as and if a Japanese community develops in urban Manchester.

So far, we have recapped over the topic and objective of this research. In the next chapter, the findings will be analysed with accompanying pictures from the fieldwork undertaken, and then later discussed to find any patterns that may help us understand the two questions that lead this research; is there an emerging Japanese community and how does Manchester's linguistic landscape support them in the public and private sectors?

2 Findings

Wagamama, an Asian fusion food establishment on Peters Square hosts a range of Asian inspired cuisine. Their menu consists of quite a number of Japanese words in the roman alphabet that will now be discussed. From first inspection, it is possible that some of the word choices may be used without fully understanding the nuance.



Figure.1. Wagamama menu showing interesting Japanese language word choices.

For example, as we can see in Figure.1 above, the Japanese word 'shirodashi' meaning white broth for the name of one ramen dish but for another dish the word 'burosu' also meaning broth. However, according to some Japanese native speakers, 'burosu' is rarely used in Japanese since it is the English loan word 'broth', said using the katakana alphabet which is an alphabet used for foreign loan words.



Figure.2. Wagamama menu with duplicating language.

Wagamama also have a product called 'chicken yakitori'. 'Yakitori' itself means fried chicken therefore the usage in Wagamama's menu is interesting as it duplicates the word chicken creating 'chicken fried chicken' (see fig. 2). One dish that particularly stood out was 'Raisukaree' meaning rice curry. Although the name is using the Japanese language, the dish itself is not the traditional Japanese dish of meat stewed sauce, spices, potatoes, onion and carrots plus meat of your choosing. Using completely different ingredients to the Japanese version 'kareeraisu' subsequentially does not inform the reader of what the dish would traditionally be unless the description of the dish was read to which Wagamama's version uses other ingredients with citrus flavours. Another dish called 'Tama squid' is served at Wagamama. 'Tama' in the Japanese language means 'ball' and would communicate to the reader the shape of the product. However, choosing to use half Japanese and half English would possibly equate to only half of the information being understood whether they be a Japanese speaker or an English speaker. If the product description isn't read, the product name does not communicate what the audience would receive. This suggests the product name is used emblematically.

In order to gain a deeper understanding of the business' choice of language, mainly on the words 'raisukaree' and 'burosu', the email below was sent:

Good afternoon,

My name is Lisa Carter and I am studying Societal Multilingualism at The University of Manchester. I'm currently conducting research on how the Japanese language is used in Manchester's linguistic landscape (Signs that use language). As your establishment has quite a few dishes that are Japanese, I was wondering if I could ask some questions regarding the choice of language?

1. Regarding one of your dishes 'raisukaree', would you know as to the reason a Japanese name has been attached to this dish in that order rather than 'kareeraisu'?

2. Wagamama uses the word 'burosu' meaning broth for one dish but 'dashi' meaning broth for another dish. Is there a reason for this?

Thank you for your time and I appreciate any response you may have. Happy Holidays.

Lisa Carter

Due to not receiving a reply, we are unable to draw a full conclusion to the reasoning behind the choice of words from the Japanese language.



Figure.3. Shōryu lanterns with their brand name 'Shōryu' in the kanji writing system (昇龍)

Shōryu, a Japanese restaurant situated on Piccadilly Gardens uses various Japanese words from the romanised alphabet on their menu, to the lanterns with their brand name 'Shōryu' in the Kanji alphabet (昇龍), easily viewable from the large windows inside their restaurant (see fig. 3). Following from the interesting choice of duplicative words used by Wagamama, Shōryu also has a similar, and more frequent, usage pattern.

resolle bronnen: horea standard.)	KAMEN NOUDLLS	EXTRA TOPPINGS >-	
TOHKOTSU >	SEASOWAL EXCLUSIVE	Char Siu BBQ Pork Belly	2
rich 12-hour point bents summer common support discholarit and bag point work, maaring burford bulkant spip, här treep remotenents, spipfing onlake, semann, mit görger, rom supported	Kakumi Tonkotsu 13.50 weleta boh witi sawaria takan kente maya ang unarkana beran perin bagi pa ana, inat akawaria takan perin ang pa ana, inat akawaria takan perinti ang pa ana, inat akawaria takan perinti ang panan perinti sama perinti anarene	Ontama Sous-Vide Egg M	2
Distance of the second of the	Series patients, their shallow millings out assessed spring union, resume, not graps, not assessed	Nitamago Burford Brown Egg	1 2
	YEBETARIAN >	Atsuage Fritd Tofu two	2
Shorya Garato Tocilottea 12.50 ortigotus aper eth adectrust teates		Menma Bamboo Shoots ee	2
Kotum Hakata Ton kotsu. 13.50 anata bidar media untaru finen, anian yanaga media tutata	White Natural ovi our wriges mms for min, mins, sendor 8 stifale brok, thread braches encore, entry multiple to search	Nori Seaword on	
	Spice Vegetarian score 13.50	Red Gimper M	2
Karrachi Seafood Torikotsu at 15.00 sere keesti torkoon buty with preases scalops, with mean revoluenceprots field states	Spicy Vegetarian street 13 50 when saturd brets sim added spay macrossis, senter breest and parts mayo	Yuzu MM	1.4
18.50	SPECIALS >	Takana Mustard Greens upor	2.7
pose Gap termines forth with committed Tack	Hiso Wafu Chicken 13.50	Kimch: w	
	Histo Wafu Chucken in angle men and with white rive shall readment is write we treth choice formage liciting mechanisms. Agoing which, rol if name and and reader	Pin Pin Spicy Sauce 104	
Pari Piri Tonikotro at 12.90 contese papetes to occur physics and more todobales	Chicken Kern Comy Ramence 14:00	Proc Saichian 7 spice water	
Karaka Tan Tan Tonkotsu a 13.50 petersessed out avera risk burn mood petersessed out avera average and the the	Concession Rates Cerry Farmers is 14.00 retransport of both truth, chickin 2011, 2001 saketa, consistent attents of chickin Salato alassa autocold visit	Fate Supervision Street and the	
Red Miso Tonkotsu 12.90 molecu both with a vel maximum west concernants	Representation of the second s	Reedama Extra Noodless manetoria monte na pour amanetore	
< \$1015 >	SHORTU BLINS >	< NAKISDBA >	
Hekata Tetsumabe Gyosta spor 4.50 fpcs 8.00	BIO Post Bun a las 4 91	Chicken Valisoba 13	119
	Harman State and Article and A	and there is not fine, yields of a work of the yields of the second state of the secon	1111 11121 11111
seepara and process intact parts	Chucken Karange Burt is loc 4.90 performant mitigan because april 8.50	Seatopol Yahisoba 12.3 min ben noofine, sobered a tarter provide the most of the sobered a tarter provide the terret commendation with the tarter of the with the source of the source of the minimum of the source of the sour	
Edamame oo 4.20			
Chicken Easage 7.90	Hallouseri Burn ave av 9.20 stitueneriseri en ave ave 9.80 stitueneriseri en ave		
Tako Kaneego at 710	Pumples Conjunction and 92 magnetic constant		
Salt and Pepper Chicken Wings 8:50 any medicker way with the	Prown Ten g		
Talsovals 290 see that filter converted upgaties many	Wagyo Burger		
	water particular and a second se	CRIMUS >	
Spirty Takoyali 840 depresent and sempathata subsystemeses and heads false arrest with several selectors when many many		VZZE WHESKY	
		SUCCHU JAPANESE BEER WHIEKY	
chadren drigs with history characterized carries	which the parents of an and and the balance being	CRAFT BEER RUN	
Selmon Seihimi 350 1120	Chicken Katsu Cutty 11.90 white every two parts traded critical brant, bit cape and parts traded parts parts with a start period.	WINE JAPANESE R PLUM WINE COCETAILS	UМ
out of the contract of the		VODKA SOFT DRINK	s
Wakame Seawood Salad we 9.50	while doe, addres trained groups, inserve, chap and the part budy	GIN TEA	
	Shory's Ganiki Don 8.00 when non-chaniki big part bely, mension cares chaniki big part bely, mension cares contains sour-risk egg parties, nor seseed	BRANDY COFFEE	
Assorbed Veg Verngura in 8.90 steepine angura invest parts angura indus	Chicken Teriyaki Don 10.90 and the obtained to be a set of the set of the set while optimize the set of the set of the set of the because and set of the set of the set of the set of the because and set of the set of the set of the set of the because and set of the set of the set of the set of the because and set of the set of the set of the set of the set of the because and set of the set of the set of the set of the set of the because and set of the set of the set of the set of the set of the set of the set of the set of the set of		
Soft Shall Coab Tempura 10.20	Beert Valencelou Don as 12.50	HAPPY HOUR	
Tiver Praves Jempusa 10.20	witch on a worl down also shareful what calibrage, calibrate sparse array while warms, britany, will garger, intradict sparse array while warms are an end of the	Mon-Sun 5pm-8pm	
Toper Prawn 6 11.50 Addressed Ven Demonstra	Salmon Bon 12.50 White the united for any broad and the	All Cocktails £7	
Sam prover transmis, and any firm tangents, owner present tangents, som for forward foregates, ranner beneption and trainer tangents	Steamed Rice we 2.70		
		## 10mm # @2%	

Figure.4. Shōryu menu with interesting language duplication.

The following examples show duplicative language found on Shōryu's menu (see fig.4) that translates to interesting findings:

	Shōryu product	Translation
1.	Chicken Karaage	Chicken fried chicken
2.	Menma bamboo shoots	Bamboo shoots bamboo shoots
3.	Atsuage fried tofu	Fried tofu fried tofu
4.	Nori seaweed	Seaweed seaweed
5.	Kaedama extra noodles	Second serving of noodles extra noodles
6.	Ontama sous-vide egg	Soft boiled egg preserved egg

As we can see there is an obvious pattern within examples 2, 3 and 4 that consists of using the romanised Japanese word first, with the translation in English following. To a non-native Japanese speaker or a native Japanese speaker with no knowledge of English, this would not pose as unusual language usage. However, for Japanese language learners and native Japanese speakers who understand the English language the use of language is quite omoshiroi interesting¹.

In example 1, the use of the English word 'chicken' seems to be communicative to English speakers that may not understand what 'karaage' is. According to several native Japanese speakers using chicken before 'karaage' is like saying chicken twice as it is understood from the word 'karaage' alone, the dish is more often than not, chicken unless otherwise stated.²

In example 5, when ordering a dish with noodles in Japan in areas that serve street food, usually 'Kaedama' is offered, which is a second serving of noodles. Therefore, the English 'extra noodles' duplicates the original meaning.

In order to understand Shōryu's choice of language, the below email was sent to the restaurant directly. Along with a reply from the manager of the store.

Good evening,	
	ying Japanese and Linguistics at the university of Manchester. I am Societal Multilingualism module on how the Japanese language is
With your establishment being based of	on Japanese food, I was wondering if you would be able to answer
some questions, I have regarding the cl	hoices of words used on your menu?
On the dishes below, would you share a	any information as to the reason behind the products name?
Chicken Karaage	
Menma bamboo shoots	
Atsuage fried tofu	
Nori seaweed	
Kaedama extra noodles	
Ontama sous-vide egg	
Thank you for any help	
I hope you have a wonderful Christmas	
Lisa Carter	

¹ 'omoshiroi' meaning interesting in the Japanese language.

² Upon asking native Japanese speakers, although the word karaage translates literally as 'free fry', if a menu does not state what type of meat is used, they would assume it to be chicken.

Dear Lisa,		
Thank you for your email and your interest.		
Unfortunately I will not be in any position to explain the reasons as to why our products are named the way they are. The naming of our products is decided from a process which includes our Executive Head Chef, Kitchen Operations Manager, Marketing, Graphic Design and Operational teams.		
I hope this has answered your query, should you require any further information please do not hesitate to contact me.		
Kindest regards,		
General Manager		
Equation (1) = Equat		
Shoryu Manchester Piccadilly Gardens		
C3, One Piccadilly Gardens, Manchester, M1 1RG		
Shoryu Ramen Manchester		

Unfortunately, the reply received from Shōryu did not prove to hold any useful information and therefore we cannot draw concrete conclusions from these findings.

Another significant aspect of the use of the Japanese language in Manchester's linguistic landscape was seen in a well-known Japanese chain restaurant, Wasabi. Wasabi has two restaurants in Manchester city centre. One in China Town and one in The Printworks. At the Printworks location two large banners were displayed on the shop front.



Figure.5. Banners outside Wasabi, The Printworks

One which uses the Kanji alphabet for 'sushi' and the hiragana alphabet for the word 'nigiri' which is emblematic to customers who have no knowledge of the Japanese language but communicative to native Japanese speakers as the restaurant in fact, mainly serves sushi on a conveyor belt (see Figure.5). This banner also, was displayed back to front with the Japanese language shown backwards to the reader. This could either be due to laziness from the staff working there or the staff member that placed it not understanding the language on the banner. On the other hand, the second banner was displayed correctly for onlookers to view the language in its intended direction. Although the majority of findings have been in commercial areas which would possibly use the Japanese language as commodification, one restaurant in China Town, Yuzu, which is run by a Japanese family, had a written note in the window communicating exclusively with Japanese people informing them of a job opening within the restaurant. Please refer to figure 6 below.



Figure.6. Emblematic sign in the form of a written note in the window of the restaurant, Yuzu, a Japanese restaurant situated in Manchester's China Town.

Turning now to the public sphere and the usage of Japanese language signs within it. Very little signage was found within the public sector in the areas of The University of Manchester, The Town Hall, The Peoples History Museum and several Manchester courts. To understand why an email was sent to ask if any leaflets for example are provided to support visitors unable to speak English. Although a reply was not received from all, one was received from The Peoples History Museum as can be seen below.

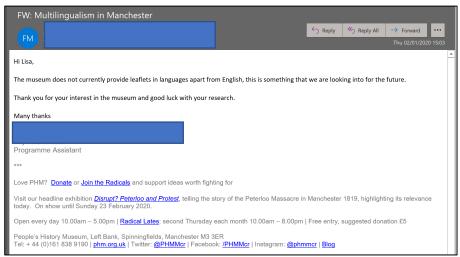
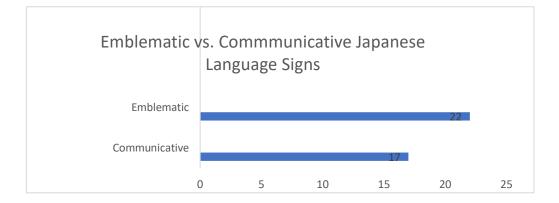


Figure.7. Email received from the Programme Assistant at The Peoples History Museum

When comparing all of the data collected and uploaded to LinguaSnapp[®], including previously found Japanese language usage signs in Manchester's linguistic landscape by other LinguaSnapp[®] app users, out of the 33 language signs observations uploaded from urban Manchester, 22 have emblematic tendencies and 17 of which showed communicative tendencies. It is important to note that signs may show both communicative and emblematic forms depending on the setting, purpose and meaning of the language usage.



So far, this chapter has focused on the findings of the Japanese language used in Manchester's Linguistic landscape using all four of the writing scripts. In the next chapter we will evaluate the findings and identify any trends found from this research.

3 Discussion

Upon reflection, the findings that have been collected were to be expected when considering Gaiser and Matras (2017) stated "Manchester's multilingual signage is primarily a bottom-up rather than topdown phenomenon.". It was to be expected that with such a small number of Japanese citizens and tourists in Manchester that the public sector area would not require to provide support for a small minority. However, in order to progress as a society, the support to other language speakers may be the key to progression as Williams (1996: 52) also agrees, the lack of freedom to use one's language in the public sphere is "one of the most important barriers to social development" which is evident in the findings in Manchester's urban public sphere. Other than The University of Manchester, the use of the Japanese language was hard to find within the places observed. Although supportive material is not currently provided at The Peoples History Museum, according to the email received from the Programme Assistant it seems to be something that they are looking in to for the future. This shows that they are aware of the growing communities within Manchester.



Figure.8. A screenshot taken from LinguaSnapp[®] of urban Manchester's Japanese language usage in its linguistic landscape. Showing two clusters forming.

It seems from figure 8 above, that two clusters can be seen around Piccadilly Gardens and China Town. This may be partially due to Piccadilly Gardens hosting major transport links where locals and visitors can board regular buses and trams. Two Japanese restaurants are situated in China Town; the chain restaurant, Wasabi and the family run restaurant, Yuzu. China Town is a commercial area mainly home to various Chinese restaurants and markets where Asian produce and goods can be purchased. This leads to a discourse of language usage combined with foodscapes. Similar to that of linguistic landscapes but with a focus on how language is used within restaurants and supermarkets etc. From the material available on LinguaSnapp, including previously collected data, 29 out of the 33 signs with Japanese language usage in urban Manchester were food related which demonstrates that the Japanese language may mainly be used as an emblematic function to authenticate products that the food industry is selling or service that they are providing. On another note, from a native Japanese perspective, if the description of some food options were not to be read, they would expect something entirely different from that which is described, as seen in examples provided from some of Wagamama's dishes. However, considering that Wagamama is a fusion restaurant, although no correspondence was received, it is possible that the fusion image influences the language usage. When the language used is not appropriately used to accurately describe the product this suggests that majority of business' language signs, although some can be considered as both emblematic and communicative, they actually serve in an emblematic function possibly concluding to the idea that the language is being used as a commodity to authenticate the business. Furthermore, if there is an emerging Japanese community within Manchester, not only does the private sector unfortunately not seem to be supporting the community to the best of their ability, the public sector are not making it easy for them by using the language in what may be considered as a strange way. By researching further in to Japans traditional food culture, by using the Japanese language accurately and not only for intelligent advertisement purposes, the food industry could support Japanese tourists and locals to feel supported in a city that is famously considered to be multilingual and therefore a sense of belonging. Roe, Herlin and Speak (2016: 769) suggest that there is a complex relationship between people, food and landscapes which may be one explanation to the strange language usage found within this research and may be a route to take for further study.

The present study was designed to determine the effect of the Japanese language usage on signs in Manchester's Urban landscape questioning whether there is an emerging community and if support is provided by said signs.

1. Is there an emerging Japanese community in Manchester?

This question has proven to be difficult to answer due to many factors such as time frame, technology mishaps and lack of researchers. Correspondingly, from this research alone, it would suggest that there is not an emerging Japanese community. Nevertheless, that does not conclude this research. In the case that further study is possible, looking deeper in to the emergence of businesses involving the Japanese language over a period of time may prove beneficial to this further this research.

2. How is the possible emerging community supported via Manchester's linguistic landscape in the public and private sectors?

From materials assessed and discussed, although not an accurate representation of Manchester as a whole, it was found that more of the Japanese language signs were used emblematically. However, a clear understanding as to why, was not obtained due to the lack of correspondence and knowledge of staff. We found that the public sector shown little to no support for Japanese speaking people. Moreover, a substantial amount of language signs within the private sector were emblematic. Several of these signs shown strange usage of the language which could potentially lead to miscommunication and possible upset. Haarman (1989) and Leeman and Modan (2009: 338) notice that emblematic language usage may be a commodity which according to Leeman and Modan, may prove "an important tool in the symbolic economy". Therefore, it is difficult to say with certainty that support by means of language communication through signs is being practiced by the private sector or mainly used for growth of the economy.

Whilst this study did not confirm nor deny that there is an emerging community of Japanese speaking nationals by looking at Manchester's linguistic landscape, partly due to this research having practical implications, it has contributed to what is believed to be a lesser researched language within Multilingualism. Therefore, if this research is to be developed, a better understanding of change over time would be needed.

4 References

Gaiser, L., & Matras, Y. (2016). The spatial construction of civic identities: A study of Manchester's linguistic landscapes. Multilingual Manchester:

http://mlm.humanities.manchester.ac.uk/wpcontent/uploads/2016/12/ManchesterLinguisticLandsc apes.pdf

Haarmann, H. (1989). *Symbolic Values of Foreign Language Use. From the Japanese Case to a General Sociolinguistic Perspective.* New York: Mouton De Gruyter.

Leeman, J., & Modan, G. (2009). Commodified Language in Chinatown. A Contextualized Approach to Linguistic Landscape. *Journal of Sociolinguistics* 13(3), 332-362.

Matras, Y., & Robertson, A. (2015). Multilingualism in a post-industrial city: policy and practice in Manchester. *Current Issues in Language Planning*, *16*(3), 296–314.

Roe, M., Herlin, I, S., & Speak, S. (2016) Identity, food and landscape character in the urban context, Landscape Research, 41:7, 757-772, Taylor & Francis

Williams, Colin H. (1996) "Mapping the Multilingual City" from *Journal of Multilingual and Multicultural Development* 17 (1) pp.49-66, London: Taylor and Francis

5 Appendix



Image.1. Yo! Sushi sign in The Arndale Centre. The Japanese is being use emblematically as the translation is descriptive words about food that doesn't match the message of the poster.



Image.2. Yo! Sushi poster advertising a Japanese dish using the Japanese word for goodbye to create an alliteration.



Image.3. A balustrade banner of the brand name for Yo! Sushi with descriptive Japanese words for food used in an emblematic function.



Image.4. Yo! Sushi's shop front in The Arndale Centre using a Kanji emblematically as it has no meaning that corresponds to the restaurant itself.

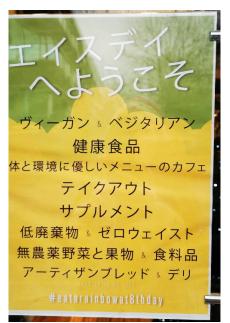


Image.5. Eighth Day Café on Oxford road welcoming Japanese speakers informing the reader of what the café has to offer.



Image.6. Wagamama's menu



Image.7.



Image.8.



Image.9.

Images 7, 8 & 9 are pictures inside the entrance to a world buffet restaurant in The Printworks. Using a Japanese urban scene with the Japanese language emblematically.

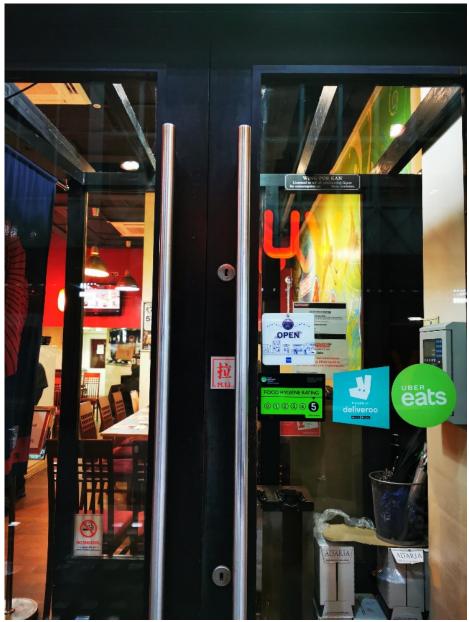


Image.10. The entrance to a Japanese restaurant called Wasabi in The Printworks. The pull sign for the door is actually Chinese where the Japanese language originated. In Japanese this kanji means to kidnap. Therefore, this is to communicate to the Chinese community.



Image.11. The Japanese restaurant Wasabi's menu. The Japanese language on here is used in the romanised alphabet to communicate with the English audience.



Image.12. The Japanese restaurant Wasabi's menu. The Japanese language on here is used in the romanised alphabet to communicate with the English audience. Although the chain restaurant is not traditional, the language used does accurately describe the product provided.