1. What “things” might it associate with the Orient?
   * For example, any particular dishes on the menu? How about the Tea Master serving you from a kettle with a “meter-long spout”?  For this question alone, it might help to simply consider “the Orient” as “Chinese.”
2. In what ways are these things portrayed as “unusual”? “Exotic”?  In your descriptions, make sure you also include what might be implied as “usual” or “domestic,” ie: make sure your descriptions carefully employ *contrasts*.
   * For example, while *Chynna* serves tea from a “Master” using a “meter-long spout,” most customers would ordinarily drink coffee made by themselves, in a small coffee pot.
3. Is there an *implied audience* in this website? Who might be the people coming to this restaurant – families, kids, tourists, wealthy, businessmen, etc.?  What might be their *purpose* for coming to this restaurant?  How might this restaurant serve a *desire* these people don’t normally satisfy?
   * You might want to take this description even further, via *contrast*. Consider what these people might “normally” experience when they’re having a meal.  In this way, you may understand how the restaurant serves a “surrogate and even underground self.”

Question 1: What “things” might it associate with the Orient?

The most impressive part related to the Orient is the decoration of *Chynna.* The color usage, the pattern on the plates and napkins. Ornaments such as the lantern and the frame of the window are also designed in an Oriental way.

The canteen uses a great proportion of red in decoration: the desks and chairs are covered with red cloth. The red color is popular in Chinese culture, as it symbolizes joy, power and wealth. From the perspective of history, red is a representative of Han and Tang culture since it is widely used from royal family to normal people. The term of Orient has close relationship with Han and Tang culture since it has taken a dominant place for centuries in East and South Asia.

Besides the color usage, the pattern on the plates and napkins are featured Chinese element. Those flower patterns are widely used among Qing Dynasty. At that time, the embroidery and spinning are mature in south east of China. The delicate flower pattern is popular since then.

The ornaments are more directly related to Orient. For example, the huge red lantern hanging on the roof. This can still be seen in many places and traditional restaurant in China, especially in old teahouses in Guangdong. The window frames are painted brown as if it’s made of wood. The wooden structure is a typical sign of Oriental culture which is quite different as western architecture. There are also many cultural symbols can be easily identified, such as the ornamental curtain printed with some famous Chinese emperors, and the Mosaic wall with Terracotta Warriors. Those images are related to the term of Orient in a direct way.

Question 2: In what ways are these things portrayed as “unusual”? “Exotic”?

When it comes to a restaurant, one of the most important things is the cuisine. The restaurant is located in Kuala Lumpur, Malaysia. Most customers in Malaysia would ordinarily eat spicy food with strong scent, while *Chynna* serves the flavors of Cantonese & Shanghainese cuisine which are not even close to the word “spicy”. There’s an quite “exotic” dish served in *Chynna* which name is “Steamed crystal shrimp dumplings filled with water chestnuts”. Actually, the material, shrimp is common in Malaysia food. For example, Malaysia prawn sambal is an ordinary food for local people, which tastes spicy and sour together with strong scent of fish sauce. By comparison, the steamed crystal shrimp dumplings have a totally different taste. The shrimps are wrapped in a dumpling, which is not common for local customers since they have rice more often instead of dumplings.

Question 3: Is there an *implied audience* in this website? Who might be the people coming to this restaurant – families, kids, tourists, wealthy, businessmen, etc.?  What might be their *purpose* for coming to this restaurant?  How might this restaurant serve a *desire* these people don’t normally satisfy?

This restaurant is embedded in a Hilton hotel, for which we can deduce that a great proportion of customers are tourists. In addition, Hilton hotel are usually more high-end which indicate those customers are likely to be the wealthy tourists.

In many daily cases, eating is also used as a tool to identify people. People tend to use what they eat to indicate what social status they have. The dishes served in *Chynna* are at a higher price than that of in normal Chinese restaurants, but those customers are still willing to pay for it. Therefore, the wealthy tourists may come to *Chynna* not just to experience the high quality of food and service but also showing off their social status. There’s also some interesting indication we can find. The decorative curtains are printed with some famous Chinese emperor in the history. Also, one of the walls have the pattern of Terracotta Warriors which is also closely related to the first emperor of China. From those decoration we can see that the restaurant is not only intended to make its environment more elegant but also want it to be more noble. This appeals to those wealthy people who want to indicate their social status by making them feel they are closer to the great Oriental emperors.