

CONTRASTIVE ANALYSIS OF WINE TERMINOLOGY

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În prezent, vinul este cea mai populară băutură alcoolică din lume. Datorită acestei popularități, au apărut numeroase cărți, reviste, jurnale, dicționare și enciclopedii despre vin, destinate atât specialiștilor în domeniul vitivinicol, cât și iubitorilor de vin. Acest fapt a făcut să apară un interes deosebit printre lingviști față de terminologia vitivinicolă. Terminologia folosită în viticultură și vinificație conține un număr mare de termeni, iar dezvoltarea acestei terminologii a început la mijlocul secolului al XIX-lea. Și deoarece industria vinului s-a dezvoltat rapid, vocabularul acestui domeniu, de asemenea, s-a îmbogățit considerabil. Iată de ce terminologia vitivinicolă este atât de importantă și se studiază în aproape fiecare țară unde industria vinicolă este dezvoltată.

Wine terminology provides a rich corpus to work with since it occurs naturally in many settings – from convivial dinner party conversations to critical discussion and evaluation by connoisseurs to published research by enologists and other professional scientists.

Wine language is totally different from the vocabulary used in other domains. The terminological system of viticulture and winemaking differs from that of any other industry first of all with the wide use of subjective values, in particular used at wine tastings. It also contains a large amount of borrowed words. The words in this domain resulted from different world cultures, each nation bringing something specific into the science and practice.

The world of wine vocabulary is growing alongside the current popularity of wine itself, particularly as new words are employed by professional wine writers, who not only want to write interesting prose, but avoid repetition and cliché. The importance of this terminology is also stressed by the

globalisation process which leads to free movement of goods and services, and wine is not an exception. And, of course, wine travels together with its terminology.

Wine terminology includes a large number of technical terms used to describe and classify wines, falling into three major classes. The first contains the names of the grapes used for wine: *Cabernet Sauvignon*, *Johannisberg Riesling*, or *Merlot*. The second group of expressions contains chemical terms for specific properties, often defects. Examples in this category are *hydrogen sulfide*, *mercaptan*, *butyric*, *malolactic*, *fusel*, and *acetaldehyde*. This group of terms is found primarily in the literature and speech of winemakers and wine scientists. And the last group of terms represents the more poetical and metaphorical language of wine used by wine tasters and wine lovers: *A magnificent edifice of wine* [1, p.4-5].

The language of wine is often colorful, poetic, and evocative. It also articulates actual sensory perceptions, especially those of odor [2]. The vocabulary of wine is very large and it includes a great number of words, from straight-forward descriptive words like *sweet* and *fragrant*, colourful metaphors like *ostentatious* and *brash*, to the more technical lexicon of biochemistry.

Wine terminology represents a vast domain of knowledge and, thus, it can be analysed from both morphological and semantic points of view. Wine terms illustrate very clearly the terms formation processes. The most productive way is derivation, mainly suffixation, and the commonest suffix is *-y* added to concrete nouns to produce adjectives. This suffix denotes either possession or comparison (*flowery*, *spicy*, *fruity*, *smoky*, *nutty*, *sugary*, *oily*, *olivy* [3]). In the Romanian wine language there are few adjectives formed in this way, adding the suffix *-at* to a noun and producing an adjective that denotes a wine having an aroma of some fruits or flowers (*condimentat*, *fructat*, *rafinat*, *florat*, and *aromat*). Other Romanian wine terms denoting smells and aromas are based on a noun: *măr*, *smochine*, *condimente*, *tabac*, *ciocolată*, *vanilie*, *miere*, *trandafir*, *căpșuni*, *violete*, *flori*, but these terms are used according to the structure *aromă/miros/nuanță de + noun*. Scientific and technical wine terms also show very clearly the term formation process: *fermentation* – *fermentare*, *chaptalisation* – *șaptalizare*, *distillation* – *distilare*, *filtration* – *filtrare*, *aeration* – *aerare*, and *oxidation* – *oxidare*. An interesting fact is that the English language is more flexible concerning the formation of wine terms.

Terms created by the means of prefixing are rarely found. They include terms such as *unfiltered* – *nefiltrat*, *unbalanced* – *neechilibrat*, *intoxicant* – *intoxicant*.

Abbreviations are also encountered in the wine terminology. Thus, we can find *ATM* for atmosphere, *AVA* for American Viticultural Area, *VA* for volatile acidity, *Sav Blanc* for Sauvignon Blanc, *ABV* for alcohol by volume.

Most new terms do not enter the wine domain through morphological processes, but through semantic methods. The most frequent sources for this type of terms are the general language and the terminology of other special subject fields. The aromas of a wine are very frequently characterised by invented words which have a high degree of subjectivism. The English wine language is somehow more courageous from the semantic point of view. It comprises a lot of figures of speech and words from other domains that are used in describing and talking about wine. In contrast, Romanian wine descriptors are more conservative, and there are not such terms like *sexy* or *shy*, or *intellectual*. But instead the Romanian descriptors are more emotionally charged, they produce a warm feeling, such as if you are home, or in the heart of nature, or in the village, and you feel good and comfortable (*miros de fân uscat, miros de coajă de pâine scoasă din cuptor, parfum de cireșe coapte, aromă de flori de câmp*).

German researcher Wilhelm Breitschadel points out that viticulture and winemaking terminology developed under a strong influence of Latin and Roman cultures, and this explains why so many Greek and Latin borrowings are preserved in modern wine terminology. Similarly the high level of viticulture and winemaking development in France led to massive incorporations of French words into other languages [3]. There is a great number of borrowings from French in both English and Romanian terminology. Most frequent names of wines borrowed from French are: *Pinot Noir, Merlot, Sauvignon Blanc, Chardonnay, Bordeaux, Chateau Plagnac*, and others. Later on, the development of grape culture and winemaking in the English-speaking world determined the use of many English borrowings in other languages. The Romanian and English languages, and particularly the English language, have a large number of borrowings. This phenomenon appeared because of the absence of national analogues and this process contributed to enlarge the lexical system for denomination of concepts used in viticultural and winemaking practice, during tastings, sales, advertising. This fact is used especially by professionals on different occasions and can be sometimes a competition tool. But in some cases it causes difficulties in communication and even creates an unnecessary sophistication of terms.

In conclusion, English and Romanian wine terminology are very similar due to the international character of the wine terms, and the same linguistic origin of the majority of them. There are also some distinctive characteristics in each language which show the cultural specificity of our country and English-speaking countries. Wine terminology is an open set and there are

many ways of creating new wine terms and to extend this terminology further, as wine writers continue finding and inventing interesting and creative ways to describe their experiences. Wine terminology is always changing, because wine also changes over time, and there is variation from bottle to bottle, from person to person, and from country to country. And thus, there is variation in the terminology. The world of wine is as full of terms as it is full of flavours, and there are as many ways to understand wine and to describe it, as there are people who love it.

References:

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