

Naming MINERALITY of French white wines : a contrastive study on the emergence of a “new” wine descriptor

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Context of the study

- increased interest in a multidisciplinary approach of winespeak at the intersection of sensory analysis, chemistry, psychology ... and linguistics in various forms (literature overview in Wislocka Breit 2014)
- long tradition of fundamental and applied research in communication about wine at uB:
 - research team 3S within Cimeos lab (focus on taste in general)
 - VinoLingua project (2010-2013) within TIL lab (Gautier 2014, Gautier sous presse)
 - OnoeLex project with U. Aahrus (Gautier/Leroyer sous presse)

- both practical and theoretical aims :
 - (PA1) presenting the methodology developed so far, especially concerning the linguistic/discursive aspects of the project (to be completed by sensory tests + chemical analysis)
 - (PA2) presenting the three types of corpus produced with their specific features

- (TA1) challenging the traditional objectivist approach in terminology by challenging its relevance for sensory terms (Gautier sous presse)
 - (TA2) illustrating the strengths of a more constructional approach which seems to be ‘natural’ in all domains linked with sensory perceptions (Cance *et al.* 2009, Maxim 2009, Morange 2009, Vion 2009)
- => which consequences for the communication between professionals and consumers?

- disciplinary background:
 - investigating specialized discourses (wine discourse as a type of specialized discourse) is not only a *linguistic/terminological* problem (Gautier 2012, 2014)
 - part of discourse analysis, to be done in cooperation with specialists from the domains concerned by those discourses
 - cognitive semantic theories should be implemented in usage-based terminology studies

- important focus on data collection:
 - corpus-based definition of the cognitive and communicative problems at stake = construction of a ‘pre-corpus’ reflecting the ‘general’ discourse about some wine descriptors (Gautier/Le Fur/Robillard 2015)
 - integration of new types of data (at least for terminology): not only dictionaries (Coutier 2008), but also oral interactions and open-ended questionnaires

- pragmatic starting point taking into account extralinguistic features, among them:
 - communicative situation (face-to-face interaction, didactic presentations, marketing oriented presentations,...)
 - profile of the speakers regarding the professionals-non professionals continuum
 - presence or not of the sensory stimulus, *i.e.* wine tasting situation or not
- ⇒1 corpus for Spanish and German : for practical reason, limited to press articles using the term (more static perspective than in the French corpora)
- ⇒3 corpora for French

- main features:
 - Written corpus
 - Articles from 1999 to 2016
 - 751 occurrences for “mineral” and 421 for “minerality” in a corpus of 1590560 tokens
- role for linguistic analysis:
 - metalinguistic aspects (focus on concordances and co-occurrences)
 - metacommunicative aspects (focus on expert representation)

Co-occurents

MINERAL		
Sp	En	Is
tiza	chalk	52.2
grafito	graphite	44.1
pizarra	slate	15.2
arcillo-calcáreo	clay-lime	14.5
arcilla	clay	14.0
granito	granite	13.6

MINERALITY		
Sp	En	Is
frescor	freshness	23.7
grafito	graphite	23.7
arcilla	clay	8.5
flor	flower	7.3
tiza	chalk	6.8
especia	spice	6.6

Frutos rojos con esencia	mineral (grafito)	bien ceñidos al roble.
frutal (grosella) y	mineral (grafito)	, con un fuerte acento
de fruta roja fresca (grosella),	mineral (arcillo-calcáreo)	con roble prudente.
De grosella,	minerales (silíceo-calcáreos)	y cacao en fina armonía.
notas de ciruela en sazón,	mineral (arcilla-grafito)	y un acento de vainilla-cacao
aunque claramente	mineral (grafito)	y floral (lilas).
Potente base frutal,	mineralidad (arcilla-pizarra)	y notas de arándanos y grosella.
potente identidad de grosellas y	mineralidad (arcilla)	, madera cautelosa.
Extraordinaria	mineralidad (tiza-grava)	con la fruta muy fresca
albaricoque, de anís y	mineralidad (grafito)	persistente.
Madurez (papava, níspero) v	mineralidad (arcilla)	expresados en armonía

Co-occurents

MINERAL			MINERALITY		
Sp	En	Is	Sp	En	Is
fondo de	background of	65.8	marcar	mark	
toque	touch	33.6	cierto	true	5.6
muy	very	20.6	grande	great	4.8
carácter	nature	20.0	notable	significant	4.2
claro	clear	14.9	perfecto	perfect	4.2

Madurez al límite con tonos muy especiados y un	fondo mineral	(tiza) y de cedro
Es cada año mejora su	toque mineral	bien estructurado
florales aún discretos con un	muy mineral	y de fantásticos aromas a lías
enormemente denso,	carácter mineral	y definición de la fruta.
tiene garra, una	claro fondo mineral	(pizarra).
que proyecta	marcado por la mineralidad	con estructura firme
pero también una	cierta mineralidad	y carácter.
pétalos de rosa con una	gran mineralidad	en este vino
	notable mineralidad	que le confiere frescor
	perfecto balance de mineralidad.	

- 1st corpus: wine tasting situations (Gautier sous presse, Gautier/Hohota 2014)
- main features:
 - high proficiency discrepancy between speakers
 - two contexts: didactic vs. selling context
 - with sensory stimulus
- role for linguistic analysis:
 - term introduction strategies
 - appropriation strategies of the non prof.
 - reformulations / synonyms

- 2nd corpus: online survey on one descriptor (Le Fur/Gautier 2013, Deneulin/Le Bras/Le Fur/Gautier 2014)
- main features:
 - strict division between prof. and non prof.
 - precise socio-demographic data + verbal data
 - 3 degrees of abstractness: evocation/definition/synonyms
 - without sensory stimulus
- role for linguistic analysis:
 - lexicon associated with the descriptor
 - metalinguistic strategies

- 3rd corpus: in-depth interviews with prof.
- main features:
 - only prof. involved in another part of the project
 - directive interviews first on general aspects and then on (non-) minerality of one wine of the prof.
 - without sensory stimulus
- role for linguistic analysis:
 - metalinguistic aspects (focus on definitions and synonyms)
 - metacommunicative aspects (focus on communication with consumers/visitors)

- focus on the first two corpora
 - 1st corpus: lack of consensus among prof. to define minerality
 - 2nd corpus: extreme variability in the lexical choices according:
 - degree of abstractness of the question
 - degree of proficiency of the respondents

Conclusion

- Communication between prof. and non prof. in the wine domain remains term-centered (Valentin *et al.* 2003)
- ‘Technical’ approaches are not enough (Dacremont 2009, Cayot/Gautier/Soubrier 2009)
- Objectivist descriptions of new descriptors are not always possible – sense negotiation in verbal interactions among pro. and between prof. and non prof. => constructivist approach (Lakoff 1987)
- Metalinguistic activities as important as semantic content (Rey-Debove 1997)
- Need for new types of. corpora in direct connection with prof. world



Thank you for your attention !

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