

## TERMINOLOGY OF WINE TOURISM IN THE REPUBLIC OF MOLDOVA

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The article investigates the linguistic situation and terminology of the excursion to the wineries of the Republic of Moldova. A quantitative analysis shows that the rate of terms used in the excursion depends on numerous factors, such as the language of the performance of the excursion and native language of tourists, the category of tourists, phase of the excursion, etc. The conclusions show that the number of terms in English and Russian texts of excursion does not vary much, however, it varies according to the phase of the excursion: in production department and during the tasting the guide uses bigger number of terms compared to the collection department. Terms' characteristics are also different due to mentioned factors.

**Keywords:** *wine tourism, terminology, socioterminology, tasting, excursion.*

### TERMINOLOGIA OENOTURISMULUI ÎN REPUBLICA MOLDOVA

Articolul reflectă limbajul și termenii utilizați în timpul excursiilor la vinăriile din Republica Moldova. Cercetarea demonstrează că numărul de termeni utilizați în timpul acestor excursii depinde de mai mulți factori, precum: limba maternă a turiștilor, tipul turiștilor, etapa vizitei etc. Constatările denotă ca numărul de termeni utilizați în traduceri, în engleză și rusă, în timpul excursiilor nu diferă foarte mult. Totuși, ei variază în dependență de etapa excursiei. În timpul degustațiilor, ghidul folosește mai mulți termeni în comparație cu departamentul de colectare. Caracteristicile termenilor diferă în dependență de factorii menționați anterior.

**Cuvinte-cheie:** *turism vitivinicol, terminologie, socioterminologie, degustație, excursie.*

### Introduction

The wine culture and wine production in the Republic of Moldova have long history dating back to Ancient Times, and today the winemaking occupies one of the biggest roles in the country's life.

Although relatively small, Moldova ranks among the most significant wine regions of Eastern Europe, producing 108 wine types [15] in 228 wine production enterprises [14], and it exports 95% of its output [8, p.134].

In the Republic of Moldova there are numerous wineries, underground cellars, chateaux, and village households producing wine. Most of them are the spots of tourists' attractions and destinations in the niche tourism "wine route" in Moldova, presenting each its own characteristics, charm, and specifics. Thus, the present article tries to reveal how wine terminology is used in 'wine tours' in the Republic of Moldova.

Modern terminology critically examines the meaning of "concept" and the possibilities of its descriptions [10]. In the book "Towards New Ways of Terminology Description" Rita Temmerman suggests that terminologists start from "unit of understanding" instead of "concept" and that they replace the traditional definition by meaning description. Temmerman argues the principles of traditional terminology, she shows that metaphorical model plays an important role in the text, thus, metaphors are advised to be used for better understanding of terms in the text. Thus, methods and principles of sociocognitive terminology are applicable in terminology and they can offer solutions for a number of problems in the traditional approach [10].

Temmerman looks at terminology through cognitive approach, which became the new trend of linguists of the end of the 20th century. Such scholars as N. Chomsky, G Lackoff and others are considered to be the founders of cognitive linguistics, they think that language is assumed to reflect certain fundamental properties and design features of the human mind [2].

Being one of the branches of interdisciplinary cognitive science, cognitive linguistics is defined as a discipline in which 'the foundational point is simply that language is all about meaning' [6, p.3]. Geeraerts explains how meaning is conceptualized through 'the perspectival, dynamic, non-autonomous, experiential nature of natural language' [6, p.18].

Cognitive linguistics became the center of attention not only for western linguists, Russian scholars Popova Z.D. and Stern I.A. state that cognitive linguistics studies mental processes, which occur when person perceives, comprehends, and experiences the reality with his/her mind, and also different forms of their mental representations [9].

As it was mentioned above, cognitive linguistics is a part of interdisciplinary cognitive science, thus, Temmerman states that it has interrelations with discourse which is tightly connected to the text [10]. According to a Russian

linguist Valeria Chernyavskaya, text should be "open" to a reader, and its "openness" has such aspects as communicative, pragmatic, and psychological openness, i.e. "text in the head"; and functional-stylistic correlation of texts of one class in the general text taxonomy [1, p.12]. That means that there is cognitive space to which the text is correlated. It may depend on the form, style, genre, situation, etc. As Chernyavskaya states, the text is connected with mental sphere or certain knowledge, with models or patterns of text, and with other texts from the same thematic domain. It may be called *discourse*, a linguistic category which steps ahead from traditional linguistics into new system. [1]

### Methodology

The present article investigates the situations of terminology usage in the excursions of wine tourism in Moldova. Thus, in the terminology analysis the top-to-bottom approach was chosen as a basis, where term is taken into consideration at the very end, as the excursions in the most cases are performed not for/by native English speakers, in case of excursion for foreign tourists; and not always for/by Russian native speakers, in case of excursion for local tourists or visitors from CIS countries. By other words, ideally, the situation is the most important, it leads to the discourse and the cognition; and then, basing on the factors of the discourse the term or word is chosen. There are certain factors of discourse which influence the number and difficulty of terms used in the text:

1. The factor of speaker. It indicates whether the speaker (in case of excursion – guide) is professional/semi-professional/ non- professional in the domain of wine tourism. In different situation the choice of terminology used in speech or text depends on this factor

2. The factor of audience. Audience can be divided in different types: specialized audience, semi specialized - tourists with the background of wine production and viticulture, and non-specialized audience – tourists who have little or no knowledge about wine making, viticulture, wine tasting, etc.

3. The factor of the language of the performed text. The given factor deals with the fact whether the text is performed by a native speaker or not, whether it is written in a source language or it represents a translation, whether the listeners/ readers are native speakers of the language of a text.

4. The factor of situation (of excursion). The classic wine excursion is divided into several situations: production sector with the usage of functional terminology, collection sector, and tasting with abundance of emotional terms.

The present research analyses the classic verbal excursions in the wineries in Moldova. The excursion is usually divided into three phases: production sector; collection sector; tasting. The texts of excursions were registered in three main wineries of the Republic of Moldova (Cricova, Milestii Mici, Purcari) performed for non-professional tourists in English and Russian.

Both, quantitative and qualitative analyses were performed with the goal to assess the frequency of the terms used, their appropriateness according to the situation.

### Results

As it was mentioned above, the excursion to the winery is divided in to three phases: production sector, collection sector, and tasting halls.

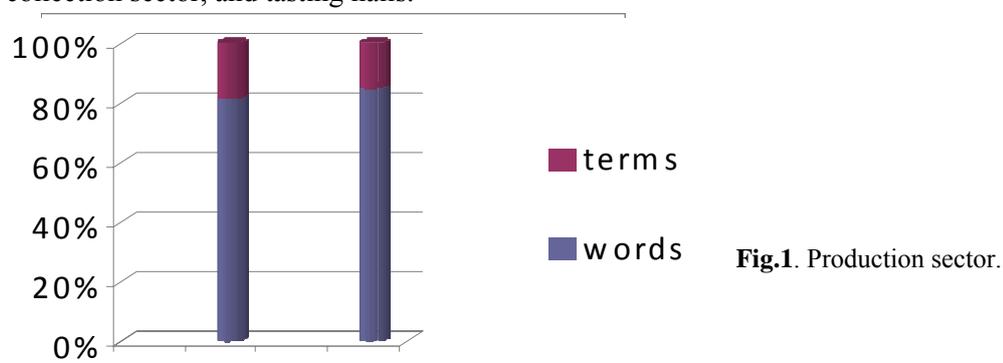


Fig.1. Production sector.

As one can see in Figure 1, in the excursion performed in Russian the part of speech dedicated to production sector is abundant in terms (стерильныйразлив, брожение, сусло, осветление, гребни, химический процесс, углекислыйгаз, бетонин, кислород). Out of 740 words – 172 terms were used, from which 38 are from the chemistry domain.

In the same excursion performed in English, out of 690 words – 124 terms were used, including 8 terms from chemistry field (Ex.: carbon dioxide, oxygen, nitrogen gas, microbial spoilage, etc.).

It is evident that majority of terms are functional, without any emotional colouring. It is due to the part of the excursion- in the production sector almost impossible to perform an excursion without using the needed terms. The number of terms in English and Russian texts does not resent big difference because of the same reason – the equipment and the wine process is hard to present without rich terminology.

A bit different situation is in Collection sector (See Figure 2): in Russian excursion out of 1,203 words – there are 73 terms (хранение, старение, выдержка, ячейка, бочка, окисление), and in English – 980 words from which 71 are terms (*storage, aging, cell (caza), barrel, oxidation, etc.*)

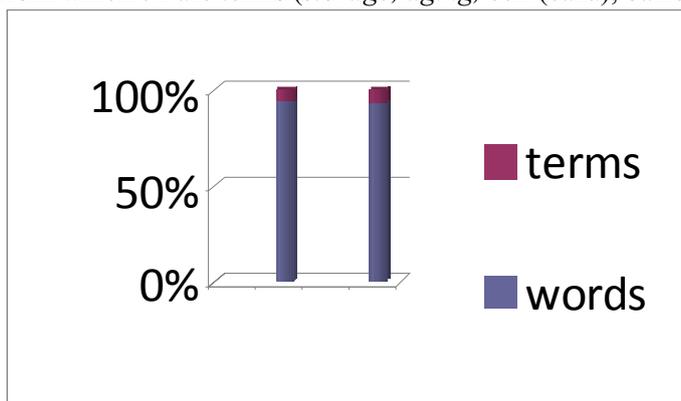


Fig.2. Collection sector.

In this part of the excursion the percentage of English terms in the text is higher than in Russian, however, the number is almost the same (73-71). This can be explained by the number of necessary terms which need to be used in both languages, but other additional information is bigger in Russian, that is why Russian speech is longer than English, and, consequently, the rate of the terminology used is lower.

The process of tasting is the most interactive, but still comprises a big number of specific terms. In Figure 3 it is possible to observe the results. Russian speech: 458 words – 94 terms (столовыевина, коллекционныевина, букет, содержаниеалкоголя, стыдливыйаромат); and English speech: 426 words – 76 terms (collection wine, ordinary wine, bouquet, alcoholic content, blind tasting, shy aroma)

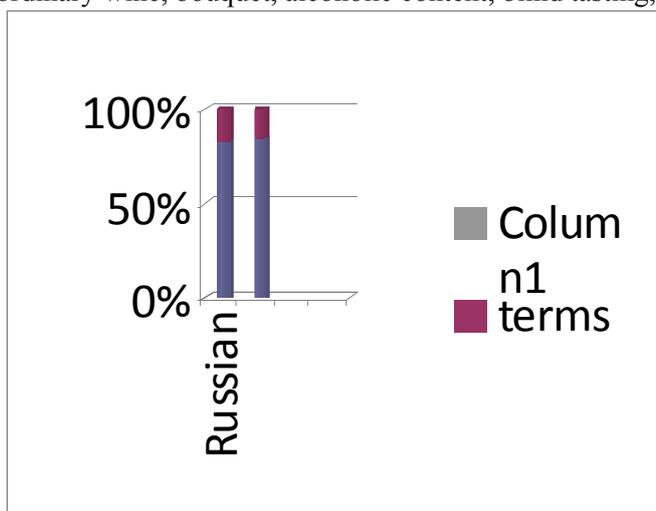


Fig.3. Tasting.

However, the terms used in this part of the excursion are much different. It is explained by the atmosphere and the situation. During the tasting the tourists do not see any equipment, laboratory, etc., they are in the pleasant atmosphere, trying to focus on their senses. The terms are emotional and stylistically coloured.

The language of the excursion plays an important role and influences the terminology used by the speaker. The following example illustrates the choice of term made during the wine tasting in Moldovan wine production enterprise "Purcari":

- Negru de Purcari has to be *opened* at least 30 min before tasting. (*unrock*)

In the given example the guide was working with the group of amateurs, and moreover, non-native English speakers. In case of correct terminology the guide should have used the term "uncork" instead of "open", but in the given situation there was big probability that the audience would not understand the term, or the term might not be perceived as it does not fit the situation – relaxing atmosphere and non-professional interlocutors. That explains the choice of the speaker, who decided to replace the term by a simple word "to open".

Due to the fact that excursions are performed by local Moldovan guides, some confusion in terminology usage occurred. For example, the term 'barrique' (a small wine barrel made of new oak) was used instead of 'barrel'. Barrique can be used in English, but it indicates special small barrel, whereas the guide showed a big one. This confusion might have been done because of the calque translation from Romanian term 'baric'. Another example of confusion is the term 'champagne', which cannot be labeled to alcohol drink that is not produced in France. Even if Moldova winemakers use identical technologies and methods of French champagne production there is no legal right to name it 'champagne' – the correct term is 'sparkling wine'.

### Conclusions

In wine tourism, the guide of a group of specialist knows that the interlocutors have certain professional knowledge, are aware of specific terminology, consequently, he uses in his speech complex language full of professionalism and terms. And the same situation from the opposite perspective: in the group of amateurs or non-professionals the guide avoids specific terms, which may be not known to the tourists. By other words, each text in the same excursion differs depending on discourse. However, during the excursion there are situations when it is impossible to avoid terminology, as wine tourism represents a niche where peculiar information is processed and needs to be distributed to the people non regarding the fact that it is overloaded with terms. For example, excursion at the factory/ enterprise in the production sector, it is almost impossible to replace the terminology, even if the audience is not aware of it (*tanks, barrels, stems, must*, etc.). But performing an excursion the speakers use the method of demonstration which simplifies and exemplifies the used functional terminology.

Regarding another part of excursion - tasting – emotional terminology is used with numerous stylistic devices and rich descriptions (*shy fruity nose, sweet hints of vanilla, velvety taste*). Here even the intonation of the speaker, word and sentence stress, melody of the speech, pitch of the voice, expression, etc., all this creates a specific atmosphere, style and mood.

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