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

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1. Context of the study
2. Aims
3. Methodology & corpus
4. First results
5. Conclusion
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. Aarhus (Gautier/Leroyer sous presse)
Aims

- 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
focus on the Spanish corpus:

• 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)
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<th>MINERAL</th>
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<td>grafito</td>
<td>graphite</td>
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<td>pizarra</td>
<td>slate</td>
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<td>arcillo-calcáreo</td>
<td>clay-lime</td>
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<td>arcilla</td>
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<td>granito</td>
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<th>Co-occurrents</th>
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<tr>
<td><strong>Frutos rojos con esencia mineral (grafito)</strong></td>
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<td>mineral (grafito) bien ceñidos al roble.</td>
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<td><strong>Fruta de fruta roja fresca (grosella),</strong></td>
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<td>De grosella mineral (arcillo-calcáreo)</td>
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<td>mineral (arcillo-calcáreo) con roble prudente.</td>
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<td><strong>Fruta de fruta de ciruela en sazón,</strong></td>
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<td>mineral (arcilla-grafito) y un acento de vainilla-cacao</td>
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<td>auncre claramente mineral (grafito) y floral (lilas).</td>
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<td>Potente base frutal, mineralidad (arcilla-pizarra)</td>
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<td>y notas de arándanos y grosella.</td>
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<td><strong>Fruta de arándanos y grosella,</strong></td>
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<td>mineralidad (arcilla) madera cautelosa.</td>
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<td><strong>Extraordinaria albaricoque, de anís y,</strong></td>
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<td>mineralidad (tiza-grava) con la fruta muy fresca</td>
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<td>Madurez (papaya, níspero) y mineralidad (grafito)</td>
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<td>mineralidad (arcilla) persistente.</td>
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<td>expresados en armonía</td>
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Co-occurrences

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<tr>
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<td>touch</td>
<td>33.6</td>
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<td>muy</td>
<td>very</td>
<td>20.6</td>
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<td>carácter</td>
<td>nature</td>
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<td>mark</td>
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<td>true</td>
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<tr>
<td>grande</td>
<td>great</td>
<td>4.8</td>
</tr>
<tr>
<td>notable</td>
<td>significant</td>
<td>4.2</td>
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<tr>
<td>perfecto</td>
<td>perfect</td>
<td>4.2</td>
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Madurez al límite con fondo mineral (tiza) y de cedro

tonos muy especiados y unos toque mineral bien estructurado

Es muy mineral y de fantásticos aromas a lías

cada año mejora su carácter mineral y definición de la fruta.

florales aún discretos con un claro fondo mineral (pizzara).

enormemente denso, marcado por la mineralidad con estructura firme

tiene garra, una cierta mineralidad y carácter.

que proyecta gran mineralidad en este vino

pero también una notable mineralidad que le confiere frescor

pétalos de rosa con una 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

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• 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)
First results

• focus on the first two corpora
  – 1\textsuperscript{st} corpus: lack of consensus among prof. to define minerality
  – 2\textsuperscript{nd} 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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