

How specific wine tasting
descriptors are?

- Wine tasting notes: specific genre
- The language used is not as specialized as that of most specialized genres.
- Fresh:
 - Aroma
 - Taste

Methodology

- The starting point:
 - ad-hoc domain-specific (Corpas and Seghiri 2009, 78) comparable corpus of wine tasting notes in English and Spanish
 - pragmatic text selection criteria:
 - a representative sample of the language of expert members of the discourse community, in this case of expert wine writers.
 - availability, which refers to the ease with which the texts constituting the corpus could be obtained.
 - 750 wine tasting notes in Spanish and 716 wine tasting notes in English, which amount to 54,545 and 55,339 words respectively.
 - relatively small
 - meets Biber's criterion of needing at least 20 samples per register of between 2,000 and 5,000 words for a corpus to be useful for a research project (1993,254).
 - Flowerdew (2005, 329), a smaller corpus may be called for when rhetorical tagging, which can only be done semi-automatically, is used.

- Tagging process:
 - Semantic units (Swales 1990, 2002)
- Bondarko's (1984) and Krzeszowski's (1990) parameters
 - describing the central and peripheral semantic units in each language
 - their cross-linguistic juxtaposition and contrast in order to obtain the prototypical structure for wine tasting notes

Rhetorical Structure

1. Introductory remarks (IR)

1. Appearance (AP)

a. Colour hue and depth

a. Clarity

a. Viscosity

a. Effervescence

1. Aroma (AR)

a. Fragrance

a. Intensity

a. Development

1. Taste (TA)

a. Flavors

a. Finish

a. Astringency

a. Mouthfeel

a. Body

a. Balance

1. Concluding remarks (CR)

Taste

- flavors, finish, astringency, mouthfeel, body and balance.
 - name of the step / the key noun: *flavors*, *finish*, *mouthfeel*, *body*, and *balance*.
 - In the case of astringency, however, the key nouns were different from the name of the step: *tannins* on the one hand, *acidity* on the other. Acidity and astringency are closely related (Lehrer 2009, 11) they were therefore grouped together in one single step for the rhetorical labelling of our corpus. However, in the context of this study, they are viewed as two distinct steps.
- synonyms of these nouns to our list: *note* (a synonym of *flavors*), *structure* (a synonym of *body*) and *palate*, *midpalate*, *attack*, *entry* and *aftertaste* (specific terms related to *mouthfeel*).

STEPS	KEY NOUNS	KEY NOUNS
Acidity	Acidity	Acidez
Astringency	Tannin/s, astringency	Taninos, astringencia
Balance	Balance	Acidez, estructurado
Body	Body, Structure	Cuerpo, estructura
Flavors	Flavor/s, note/s	Notas, sabor, gusto
Finish	Finish	Final
Mouthfeel	Palate, mid-palate, aftertaste, attack, entry	Retrogusto, posgusto, entrada, ataque, boca

- 39 descriptors identified in English,
- 40 in Spanish.
 - While in each language there are three descriptors that are used in the maximum number of steps just identified, none of them in Spanish have at least five occurrences in each step, although one descriptor in English does.

Descriptors occurring in three steps or more

DESCRIPTORS OCCURRING IN THREE STEPS OR MORE	
DESCRIPTOR	STEP
Balanced	Acidity Flavors Mouthfeel
Full	Body Mouthfeel Flavors
Juicy	Flavors Acidity Mouthfeel Astringency
Rich	Mouthfeel Flavors Body Astringency Finish
Smooth	Astringency Mouthfeel Finish
Soft	Astringency Mouthfeel Acidity Finish
Well integrated	Astringency Acidity Flavors

DESCRIPTORS OCCURRING IN THREE STEPS OR MORE	
DESCRIPTOR	STEP
Fino/a(s)	Astringency Mouthfeel Flavors
Fresco(s)/a(s)	Acidity Mouthfeel Finish Flavors
Frutal(es)	Flavors Mouthfeel Finish
Gran	Body Flavors Acidity Mouthfeel Finish
Maduro(s)/Madura(s)	Astringency Flavors Mouthfeel
Sabroso(s)	Mouthfeel Flavor Finish
Suave(s)	Mouthfeel Astringency Flavors

- Twofold procedure:
 - Monolingual glossaries/dictionaries
 - General descriptors in context

- Defining contexts: essential information about the concept, and explanatory contexts, which provide some of the characteristics of the concept.
 - some explanatory contexts: descriptors were related to a number of different wine tasting steps.

- Two/three definitions of *soft*: Astringency or Acidity:
 - Soft: Describes wines low in acid or tannin (sometimes both), making for easy drinking. Opposite of hard.
- The entry is thus considered polysemic,
- Mouthfeel and Finish to which *soft* is also applied in our corpus?

- The third definition of *soft*, by its reference to “texture”, hints at its applicability to Mouthfeel, but not to Finish:
 - Soft A term characterizing texture and referring to the amount of, and relationship between, a wines acid and tannin.

CONCLUSIONS

- Wine tasting vocabulary uses a number of common words in a more or less specialized sense. This is the case of most of the wine descriptors examined.
 - They all exemplify terminologization (Wright and Budin 2001, 752): metaphorical extension of a general-language notion to a more precise concept within a special-language domain.

CONCLUSIONS II

- However, in several instances, writers use the descriptors in their general language sense rather than in their more specialized senses:
 - The Lyeth Pinot Noir is supple and **JUICY** with lively flavors of Bing cherry and raspberry, balanced with a hint of earthiness and subtle spice.
 - Vino tinto de Perelada muy **SABROSO**

CONCLUSIONS III

- writers extend the metaphorical application of many of these descriptors to aspects (steps) of wine tasting which they were apparently not related to earlier, according to their dictionary definitions. Thus, for example, the following dictionary definition for *soft*
 - Soft A term characterizing texture and referring to the amount of, and relationship between, a wines acid and tannin.
 - It implies that it can be applied to Astringency, Acidity and Mouthfeel, but not to Finish.

CONCLUSIONS IV

- But our corpus analysis reveals several contexts such as the following, linking *soft* to Finish:
 - Tropical fruit nuances seduce you with a **SOFT** but persistent finish. ...

CONCLUSIONS V

- 2 opposing
 - the attribution of specialized wine tasting meanings to general words
 - there is a tendency to extend these meanings to such an extent that the descriptors become more and more general again.

CONCLUSIONS VII

- Our categorization from most general to most specific, based on their collocability, is likely to hold good for many years to come, but with the constant evolution of wine tasting terminology, the descriptors found in each of our three categories are likely to change.

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- *Fino, maduro* and *sabroso* :generic sense, which allows them to be applied to different moves and steps. This can be seen in the definitions below: http://www.delbuencomer.com.ar/index_archivos/diccionariodelvinof.htm
- Fino: etéreo y delicado
- <http://www.jmcaro.info/diccionario.htm#-S->
- Maduro: vino en su plenitud de madurez, antes de empezar su decadencia. Con uvas maduras se obtienen vinos ricos en color, dulzor y riquezas naturales.
- www.diccionariodelvino.com
- Sabroso : Vino con amplias sensaciones sápidas.