‘Perfectly smooth, creamy and full flavoured’: Online cheese descriptions

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## OVERVIEW

| Needs analysis | Technical writing by non-native speakers  
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| Lexico-grammar | Model lines  
|                | Recurrent terminology |
| Final application | Writing tool: Generator |
Needs analysis

- Gap: non-native speakers of English required to produce online cheese descriptions for promotion and sale.

- ACTRES project - University of León, Spain (http://actres.unileon.es) aims at building software for professional writing in a number of different fields.
Corpus: online cheese descriptions

- 150 texts
- Collected in 2014
- British cheeses
- From websites
- 23,089 words
- Average nº of words/text: 154
Genre

- Texts in professional environments: conventions / genre.
- Genre: “language use in a conventionalized communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution which gives rise to stable structural forms by imposing constraints on the use of lexicogrammatical as well as discoursal resources.” (Bhatia 2004: 23).
Move-step method

Move “refers to a section of a text that performs a specific communicative function. Each move not only has its own purpose but also contributes to the overall communicative purpose of the genre” (Biber et al. 2007: 23).
1. **Move 1: IDENTIFYING THE CHEESE**
   - Step 1: name of the cheese (and PDO)
   - Step 2: name of the company/manufacturer
   - Step 3: (geographical and historical) provenance

2. **Move 2: SHOWING A PICTURE**

3. **Move 3: DESCRIBING THE PRODUCT**
   - Step 1: characteristics: shape, size, texture, coating and weight
   - Step 2: ingredients: type of milk and rennet used

4. **Move 4: DESCRIBING THE PROCESS**
   - Step 1: preparation
   - Step 2: aging
Rhetorical structure II

5. **Move 5: DESCRIBING THE SMELL AND TASTE**

6. **Move 6: OFFERING SERVING SUGGESTIONS**
   - Step 1: temperature
   - Step 2: presentation
   - Step 3: food-pairing
   - Step 4: drink-pairing
   - Step 5: best season

7. **Move 7: SUGGESTING RECIPES**

8. **Move 8: PROVIDING QUALITY ASSURANCE**
Move 1. Step 1: name.

Move 2. Picture/s

Move 5. Taste/smell

Move 6. Step 1: temperature

Move 6. Step 3: food-pairing

Move 7. Recipes

Move 8. Quality
Move 1. Step 1: Name
Move 2: Picture
Move 5: Taste/smell.
Move 3. Step 1: Characteristics
Move 3. Step 2: Ingredients
Move 1. Step 3: Provenance
Move 8: Quality
Move 6. Step 4: Drink-pairing
Move 6. Step 3: Food-pairing
Move 1: Identifying the cheese. Step 3: Provenance

- Country of origin: England and United Kingdom
  - Region: Buxton, Derbyshire

Provenance

It is thought that cheese making was first brought to the Yorkshire dales in the 11th century by Cistercian monks who arrived from Normandy and settled in the local abbeys. They in turn passed on the cheese making techniques to the local farmers of Swaledale and thus, Swaledale cheese was born. The Reed family has been making Swaledale cheese in Richmond since 1987.
Move 3: Describing the product

Move 3: Step 1: Characteristics
- Type: soft, artisan, blue-veined
  - Fat content: 45%
  - Texture: crumbly
  - Rind: natural
  - Color: yellow

- White in colour with a soft moist open texture; Shaped in small round flat cylinders and coated with a white rind, Bonchester is made from unpasteurized Jersey cow's milk.

Move 3: Step 2: Ingredients
- This is made from full cream milk from the morning milking, and skimmed milk from the evening milking. All the milk is unpasteurised, and vegetarian rennet is used; Hard pressed yet moist goats milk cheese which is a handmade, farmhouse type; Made using locally sourced milk and vegetarian rennet.
Move 4: Describing the process

- Move 4: Step 1: Preparation
  - The cheese is still made in the traditional shape using the traditional method and skills. After the addition of starter culture and rennet to the milk, the curds are cut and scalded at a temperature of 32-35°C with the whey for 20-30 minutes. The whey is then drained away leaving the curd which is milled and salted. The cheese is then moulded and mechanically pressed for up to 5 days.

- Move 4: Step 2: Aging
  - The cheese is ready for consumption at around 2 months.
  - It is aged for a minimum of 6 months.
  - Red Fox is typically aged for between 14 and 18 months.
Move 5: Describing smell & taste

Positive connotation adjectives:
- clean, fresh, sweet, soft, slightly sharp, tangy bite, a full-bodied flavour, rich, mellow, powerful, earthy, almost smoky, etc.

- It has a young, fresh, slightly tangy taste;
- Mild and smooth with a slight tang.
Move 6: Serving suggestions

- **Step 1: temperature:**
  - Best enjoyed at room temperature; To eat: If serving on a cheeseboard remove the cheese from the fridge an hour before serving, to allow it to come to room temperature and to develop its full texture and flavour.

- **Step 2: presentation:**
  - Stilton is one of the classic cheeses to include on a cheeseboard; perfect for a creamy au gratin sauce; Malvern can be served cooked or uncooked; grate and add to quiches, sauces or omelettes. It is ideal for serving as part of a cheeseboard.
Move 6: Serving suggestions

- **Step 3: food-pairing:**
  - a beautiful complement to smoked haddock; Serve with slices of apple and pear; A lovely accompaniment to fresh juicy grapes and crispy apples.

- **Step 4: drink-pairing:**
  - It is also delicious served after dinner with a glass of dessert wine or white port; Enjoy with a traditional pint of Lancashire bitter or a full-bodied glass of red wine.

- **Step 5: best season:**
  - Best eaten at between 4 and 6 weeks old; … is best eaten when young at 3 or 4 weeks of age.
Move 7: Suggesting recipes

- Usually via hyperlinks:
  
  - **Recipes**: Grandma Singleton’s Vintage Cheddar Cheese & Cauliflower;
  
  - **Recipes**: Grandma Singleton’s Mild Cheddar Cheese & Smoked Haddock Fishcake.
Move 8: Providing quality assurance

- A very special Award Winning Lancashire cheese awarded a PDO for its authentic taste;

- The Swaledale recipe and methods are protected and accredited with Protected Designation of Origin (PDO) status. This is recognised world wide and safe guards the future production and quality of one of the dales most cherished treasures;

- All the cheese produced at Grandma Singleton's is made using only locally sourced milk from farms no more than 12 miles (20km) away. Every cheese is hand crafted to the highest quality standards using time honoured traditional methods.
CONCLUSION

- Subgenre: online cheese descriptions.
- Corpus of authentic material.
- Analysis:
  - Rhetoric
  - Lexico-grammar.
- Prototype: moves & model lines.
- Application: tool to assist in writing online cheese descriptions.
- Potential users: Spanish-speaking professionals in the dairy industry.
That’s all! Thanks for your attention.