

Social factor verbalization in the perfume and cosmetic naming

E. A. Galitska

Taras Shevchenko National University of Kyiv, Kyiv, Ukraine
Corresponding author. E-mail: Liza-g@ukr.net

Paper received 13.10.16; Accepted for publication 20.10.16.

Abstract. The article deals with the problem of perfume and cosmetic naming in English. Special attention is given to the social factor reflection in the nominative units involving verbalization with the help of semantic indicators functioning as representatives of social stratification. The semantic indicators are grouped around two poles: biosocial and socio-segmentational ones. The first pole is formed with semantic indicators of age and gender segregation. These indicators are closely connected with the biological properties of human society. The second pole is created involving semantic indicators of vocational guidance and social status. These indicators are associated with the social stratification, class distinctions and differentiation. Having formed a bipolar model these semantic indicators create the subsystem of social reflection within the naming structures of perfume and cosmetic goods. Semantic indicators are located in different constituents of naming unit complexes. They form architectonics of social aspect representation involving only linguistic methods.

Keywords: bipolar model, perfume and cosmetic naming, semantic component, semantic indicators, social stratification, symbol.

The idea of the article is the investigation of perfume and cosmetic naming taking into consideration the social factor reflection in the name structures. Perfumes and make-up belong to the specific goods which are consumed individually. They are products of impulsive demand. The main problem of naming these goods is impossibility of expressing the aroma, fragrance in traditional descriptive way. Perfumery and make-up naming is based on the associative images which create potential recipients' positive mood. Perfume and cosmetic naming is called for reflecting olfactory preferences of the probable consumers. In this way the nominator-producer provides the selection of necessary name register components using navigation in the sphere of work stock picking up and forming nominative complex-construction. The main task of this article is the investigation of that vocabulary, involvement of which for forming name complex helps to realize the reflexion of social factor. The topicality lies in the fact that social factor reflection in naming processes is not investigated thoroughly, particularly in the sphere of perfume and cosmetic naming. The object of the investigation is the social factor verbalization in the system of goods names and the ways of social factor reflection in naming construction. The subject of the investigation is nominative units used in the English language for naming perfume and cosmetic goods.

Publication analysis. The attempts of investigation the social factor reflection in the perfume and make-up naming look inconsistent. Present day perfume market is analysed involving the pyramidal structure where the top is formed with the perfume selective cluster, and the foot is created with the goods of global companies (L'Oreal, P&G) having a lot of brands in their portfolio. Social values were transformed under the influence of megabrands and new patterns of beauty [5, p. 899-901]. Perfume consumer goods are characterized with the tendency of strong aroma resemblance which is known as "tyranny of identity" [3, p. 14-16]. Artistic perfumes are connected with the revival of old traditions and recipes. Creation of new and revival of old fragrances are the alternative way of "sad", "plain", "common" smells of consumer goods [9, p. 682-684]. Artistic (selective, premium) perfumes don't have and direct advertisement, and mostly internet is preferable [12, p. 26]. The producer's name usage as a basic identifier has a very old

tradition. It is understood as a personal responsibility for high quality. That tradition may be traced in the oldest perfume companies: Creed (founded in 1760), Houbigant (founded in 1775), Guerlain (founded in 1828). Guerlain started his activity with the production of cosmetics goods and only later created his own perfumery [1, p. 72]. Myth creation may lead to the brand ruin and its transformation into ordinary consumer goods. Between 1968-1978 perfume Chanel №5 was sold everywhere in the USA, even in the drugstores [5, p. 898]. Naming process consists of two stages – naming in proper (creating, forming the name of goods) and juridical support, assistance [7, p. 69-70]. Brand name market functions are very considerable. Belonging to the consumer memory any brand name should be very easy and comfortable for pronunciation, remembering and have sense [10, p. 194]. Having the sense the name of goods helps customers to remember and recognize brand [5, p. 51]. Brand name should be associated with the category of goods; also it should create mental image in the consumer's brain [2, p. 198; 11, p. 61]. Brand name should be functional and have strong positive associations or connotations, stable symbolic sense [11, p. 66]. Brand name characteristics (features) (connected with marketing support of desirable image) should reflect product properties [2, p. 201]. Brand names of different make-up goods were investigated too. In particular, lipstick brand name analysis was provided from the textual point of view. There were singled out 14 classification groups [8, p. 596-597]. That explains the integrated and complex nature of make-up names. Harrison thinks perfume consumers to be abandoned for creating their own image situations, using linguistic associations as sense of direction [4, p. 8]. Uncoordinated, separate investigations in the sphere of perfume and cosmetics naming shows that the social factor has not been reflected in the linguistic studies and needs further and systematical development.

The main information expounding. Perfumery and cosmetics naming space is restricted within the bounds of four constituents which create the integrated nominative complex. There are such constituents as a brand component α (*Paco Rabanne*), a basic name β^1 (*Eau My Gold*), a generic name β^2 (*eau de parfum*), and a functional-descriptive component γ (*Natural Spray 80 ml*). Social aspect of this investigation should involve the analysis of

all four constituents. Semantic filling (core) of these constituents (with the aim of finding social reflection) may be investigated by analysing lexical units which act as functioning social semantic indicators. These indicators are regarded as focal points taking place in the whole nominative complex-construction reception program. Social semantics indicators are identified as discrete nominative-structural components (discrete indicators β^1 (*Gentleman*)) or as the association of components (indicator clusters β^1 (*Bob Man Warrior*)). They all obtain speech realization and arrangement in the naming frame work-construction. At the same times these indicators bear a primary or secondary functional load from the point of creating the naming complexes in their semantic aspect. Semantic indicators point (in the frame of speech aspect of perfume and cosmetic goods names) at the concrete semantic-structural and substantial-narrative manifestation of that naming complex component. Social semantic indicators are localized in different constituents of perfume-cosmetic naming complex ((α) *Esteel professional*; (β^1) *Maestro*). It is a social factor that should be analysed using the semantic indicators of anthropological meaning, in particular, the subgroup of social feature differentiation. Social features are different, such as: sex and gender, nationality ethnos, age, social status, educational and property qualification, property status, profession, occupation. Some of these features (sex, gender, age) are closely related to anatomical parameters; and some (social status, educational and property qualification) are far from the biological background. Such semantic diffusion needs a very careful analysis in the sphere of social features which may be reflected in the perfume and cosmetic names. Penetrating into the semantic space of perfume and cosmetic names gives a possibility of identifying some nominative units showing gender differentiation in β^1 -components (*Femme; Republic of Women; Bulgari Pour Femme; Pour Femme; Dior Homme Intense; Men's Collection Citrus; Evidence Homme Green; Diamonds for men; Rocky Man Silver; Bob Man Silver; Bulgari Man in Black; Dior Homme Parfum*). Lexical units-gender markers (*women, femme, men's, man, homme*) not only represent gender specification (explicitly), but they represent (implicitly) age differentiation. These lexemes are associated with adults but not children and have their semantic antagonists connected in explicit way with younger generations (*Baby Doll, Volume Effect Faux Cils Baby Doll*). Semantic indicators (singled out in the nominative complex component) form a biosocial pole because gender and age naming units have common biological semantic background that is the reason of their grouping within the area of that pole. Social differentiations are divided into gender and age pole subgroups. The biosocial pole has its semantic antagonist which may be qualified as a pole of social stratification. That pole has two groups of semantic indicators. The first one is formed with the lexical units connected with occupation and professional activity (in explicit and implicit ways, (β^1) *Bod Man Warrior, Bob Man Player, Road Runner, On duty women, On duty men sport, On duty men active, Dior Homme Sport*; (β^2) *professional hair color, professional eye smokifier, professional kohl eyeliner*; (β^1) *Maestro, Sport for men, Futurist, Perfectionist, Idealist, Lip maestro,*

Tycoon; (α) *T-LAB professional, Hair-Concept professional HC, (α) label. m professional haircare*). Exploiting lexical units for underlying professional and occupation activity (*professional, maestro, warrior, player, runner, on duty*) of explicit and implicit meaning these indicators forms the area of denotative and conotative (*futurist, perfectionist, idealist*) meaning. Lexical unit *Tycoon* is the intermediate, transitional point between the indicators of professional activity and social stratification. Semantic indicators of social stratification are mostly found in the β^1 -naming components (*Gentleman, Elite Gentleman, Gentleman only intense, Berlin playboy, Disney Princesse, Prince Matchabelli, French White Musk, Lady Million Eau My Gold, L'impiratrice, Emporio Armani, Killer Queen, Royal Aqua, Cuba Royal, Royal Velvet*). Lexical units (*gentleman, lady, prince, princess, queen, l'impiratrice*) act as indicators connected with social stratification, class differentiation. Simultaneously these indicators show the gender difference, but it is the reflection of the secondary semantic component (if we compare with the primary semantic component of lexical units *man, woman*). Social stratification pole (consisting of two indicator groups) is formed involving professional and status lexical units. Semantic indicators forming two different poles are connected within the discrete pole areas. Pole differentiation is based on the semantic opposition. The opposition is a reflection of primary semantic component projection. Being projected horizontally (plan view) semantic indicators demonstrate their primary semantic component, they are recognized as a plan view. In the horizontal projection the semantic opposition of the pole (and their components, in particular) is evident and manifest. The biosocial pole has purely biological, anatomical and physiological background; to counterbalance it the social stratification pole has chiefly foundation of social system structure, class stratification showing upper class individuality. Using the vertical projection (front view) it is possible to notice some hidden semantic relations between the poles. Semantic indicators, of class stratification singled out in naming structures ((β^1) *Elite Gentleman; Gentleman only intense; Lady Million Eau My Gold*) which are represented with lexical units *gentleman, lady, prince, princess* after having been projected on the front view (secondary semantic component) demonstrate the meaning of gender indicators, providing difference between male (*gentleman, prince*) and female (*lady, princesse, l'impiratrice, queen*) persons, but in the primary semantic component these lexical units belong to the social status vocabulary. Lexical units *lady, gentleman* have also a secondary semantic component which may be regarded as age indicators of adults. In the naming groups (β^1) (*Bod Man Warrior; Bob Man Player; On duty women; On duty men active; Dior Homme Sport; Maestro; Road Runner; Futurist; Perfectionist; Idealist; Maestro; Lip Maestro*) their horizontal projection (plan view) emphasizes their primary semantic component which is recognized as the indicators of professional activity (*warrior, player, on duty, maestro, runner*)). If these lexical units are investigated in the vertical projections (front view), they show their secondary semantic component which is also connected with the age indication (adults of active professional age). The usage of the combination of vertical, horizontal projection for the

semantic analysis of naming units gives the opportunity of understanding the existence of integrated relation between two poles. Horizontal projection (plan view) shows the semantic difference between poles and their components-constituents underlying and framing semantic significance of primary components of naming constituents and poles where these constituents are located. Vertical projection (front view) helps to see the inner, hidden relations between poles, indicating gender, age semantic specifications which are realized involving secondary semantic components. The involvement of the semantic indicators of biosocial and social stratification poles is the way of explicit verbalisation of social factors in perfume and cosmetic nominative units. Social factors verbalization in the perfume and cosmetic names may be traced out using semantic indicators of social stratification. This way of verbalization is regarded as explicit. Its explicitness goes from the denotative meaning of biosocial and social stratification pole indicators. These indicators (in particular, four of them: gender and age, social status and professional activity) are able to reflect social stratification factors, verbalizing them.

Perfume and cosmetic naming space which is restricted with four constituents-naming components may be analysed using another approach which is based on involving the notion of social symbolism responsible for reflecting the social sphere of the nominative complex. Implicit verbalization of social factors in the nominative complex is based on using the notion of social symbolism which forms a social sphere of nominative complex. Symbolism is regarded as the simplest and most effective way of transmitting any thought without further description. In the case of perfume and cosmetic naming a word-symbol is involved into the usage. Symbolism is recognized as the expression of abstract conception when that conception is substituted by any concrete object. This method is very often in the sphere of firm naming. We understand symbolism as stable, constant associations which have been formed in the society (where perfume and cosmetic recipient-users live). These associations are in the gradual transformation process of connotative relations into denotative ones. Symbols, involved into the formation of nominative complex social sphere, function as evident representative of a certain status. Symbols gain properties of social stratification markers having clear and definite system of correlation with wealth, fortune, success. Symbol may be represented as object, subject, quality, action. In the Perfume and cosmetic names social symbolism is expressed with works denoting luxury (symbolism of unloving beings). There have been singled out names of precious metals ((β^1) *Platinum; Platinum night; Samba Platinum: Platinum egoiste; Giordani gold; Gleaming gold; Giorific Golden Shock; Simply Gold; 24k Simply Gold; 24k Golden Black; Euphoria Gold; Cuba Gold; My Gold; Jivago 24k Gold; Rare Gold; Liquid Gold euphoria men; Euphoria Liquid Gold; Silver; Glitter Mascara Silver*), precious stones ((β^1) *White Diamonds Lustre; White Diamonds; Pure Brilliance; Yellow Diamond; Versace Yellow Diamond; Diamonds for men; Black diamond; Gem; Sparkling Amethyst; Loose Pearls Intense illuminating effect; Pure Color Crystal; Omnia Crystalline; Omnia Amethyste; Bright Crystal Absolute; Rare Pearls; Rare Sapphires*), and

precious materials ((β^1) *Extralasting Ivory; Mattifying Ivory; Sparkling Coral; Omnia Coral; Sensual Amber*). This group is finished with the quantificator of fortune and wealth (*Bod Man Money*). Toponymic symbolism is involved into the social sphere too. Toponymes have definite association with the places of entertainment, hustle-bustle life, places of rest, carelessness (*Very me New York; Cuba Copacabana; Hawaiian Shores; Maiami Party; Paris; Paris Premieres Roses; Parisienne; YSL Paris; Cuba Las Vegas; Cuba Hollywood; Cuba Maiami; Fidji; Jimmy Choo Flash London Club; Roma; London Beat; Tokio Fusion; Acqua Di Parma Rosa Nobile; Parisian Spray; Burberry London; Down Town; California; 5th Avenue*). That group of toponymes is closely connected with the symbols of consumers' society, vanity of vanities, lassiness, idle existence, egocentrism, splendour (*Cuba Carnival; Penthouse Legendary; Penthouse Iconic; Penthouse Prestigious; Dolce Vita; Midnight Romance; Sex in the City Midnight; Flowerparty by Night; Jazz; Vanitas; Weekend; Café Chantant; Passion Dance; Little Black Dress; Love Pulse; Fantasy Midnight*). Person's symbolism is presented with the string of personal names involved into high fashion business, perfume and cosmetic production, jeweller's art. Celebrities' names (sportsmen's, filmstars') are widely used for perfume brand representation and promotion. All those persons are the symbols of fame, success, fortune. They give some additive attraction to the perfume products, guaranty of high quality, perfection, completeness. Persons' symbolism is based on the traditions and company (producer) naming policy. Some of those persons were connected with the world of high fashion initially (*Paco Rabanne; Pierre Cardin; Versace Eros; Versace Man; Burberry; Armani; Jean Paul Gaultier; Dior Homme; Forever and ever Dior; Emporio Armani Diamonds She; Armani Code; Armani Mania for him; Eau de Givenchy; Flower by Kenzo; Karl Lagerfeld; Chanel №19; №5 Chanel; Reveal Calvin Klein*), and later they created their own perfumery, using fashion brand as a definite guarantee of new production. Some perfumers were involved into the production of accessories (*Gucci; Gucci Guilty Black; Trussardi Donna*) or jewelry (*Bulgari; eau de Cartier; Paloma Picasso; Boucheron*). Some persons were perfumers from the very beginning of their business (*Yves Rocher; Mary Kay Warm Amber; Estee Lander Pleasurst*). Firm stars are very often representatives of the companies producing perfumes and other goods (*In Bloom by Reese Witherspoom; Laugh Often by Reese Witherspoom*), in the same role sportsmen (*Intimately Backham*) or members of famous families (*Vanderbilt; M De Bourbon; Paris Hilton*) are periodically used. The symbol singled out in the structure of naming units is characterized with the gradation of connotative relation with the social semantics. That gradation is based on the background knowledge of a recipient-consumer of perfume and cosmetic goods. Some recipients may be attracted with the symbolism of precious stones and metals (*24k Simply Gold; Yellow Diamond*), or association with the personal names (*Pierre Cardin; Karl Lagerfeld*) and toponymes (*YSL Paris; Hawaiian Shores*). That gradation is subjective and individual for every consumer and may be chosen among varieties possible association.

Conclusion. Social factor verbalization takes place within the nominative integrated complex accompanying perfume and cosmetic goods. Verbalization is realized in two different ways of meaning: explicit and implicit. This difference is based on the types of functional-semantic units involved into the process of verbalization. Explicit verbalization is realized using semantic indicators of social specification. These indicators help to single out four types of indicators which are grouped around two poles (biosocial and social specification). Being grouped within two poles semantic indicators show the complex

semantic nature which may be revealed using primary and secondary semantic component projections. Those projections demonstrate the very integrated nature of semantic indicators. Implicit verbalization is represented with the symbol-markers. Those markers are divided between two groups (according to object or personal name distinction). Taking into consideration the general sphere of verbalization (see Fig. 1) semantic specification is sure to be the main background for choosing explicit or implicit ways of verbalization in the sphere of perfume and cosmetic naming, in particular its social factor.

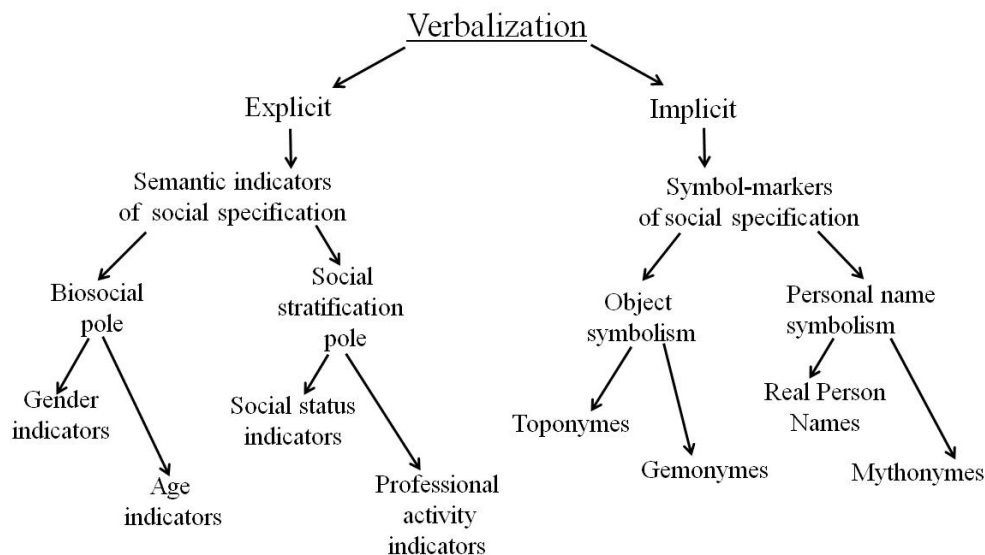


Fig. 1. Ways of social factor verbalization in the perfume and cosmetic naming structures

REFERENCES

1. Briot. E. Fashion Sprayed and Displayed: The Market for: Perfumery in Nineteenth Century Paris / E. Briot // Proceedings of the Economic History Society Annual Conference. – Exeter: Publish. University of Exeter, 2007. – P. 69–72.
2. Chernatony de L. Creating Powerful Brands / L. de Chernatony, M. Mc. Donald, E. Wallace. – L: Ed. “Taylor and Francis”, 2011. – 249 p.
3. Dixit S. Fine Fragrance Business Trends / S. Dixit // Chemical Business. – N.Y., 2009. – №23(6). – P. 11–26.
4. Harrison M. E. The Scent Word: Context, Intrigue, and the Problem of olfactory Literacy / M. E. Harrison // Fragrances-Supplement to Household and Personal Care Today. L., 2010. – №1. – P. 6–10.
5. Jones G. Globalization and Beauty: A Historical and Firm Perspective / G. Jones // EURAMERICA. N.Y., 2011. – №41 (4). – P. 885–916.
6. Keller K. L. The Effects of Brand Name Suggestiveness on Advertising Recall / K. L. Keller, S. E. Heckler, M. J. Houston // Journal of Marketing. N.Y., 1998. – №62 (1). – P. 48–57.
7. Kohli C. Observations: Creating Effective Brand Name: A Study of the Naming Process / C. Kohli, D. W. La Bahn // Journal of Advertising Research. L. N.Y., 1997. – №37 (1). – P. 67–75.
8. Merskin D. Truly Toffee and Raisin Hell: A Textual Analysis of Lipstick Name / D. Merskin // Sex Roles. – N.Y., 2007. – № 56. – P. 591–600.
9. Noppeney C. Consistent, Authentic and Emotional: Design-based innovation in Artistic Perfumery / C. Noppeney, N. Endrissat, R. Lzicar // Leading Innovation through Design. Proceedings of the DMI 2012 International Research Conference. – N.Y., 2012. – P. 681–691.
10. Petty R. D. Naming names: Trademark Strategy and Beyond: Part one – Selecting a Brand Name / R. D. Petty // Journal of Brand Management. – N.Y., 2008. – №15. – P. 190–197.
11. Robertson K. Strategically Desirable Brand Name Characteristics / K. Robertson // Journal of Product and Brand Management. – N.Y., 1992. – №1 (3). – P. 62–72.
12. Walker R. A Challenging Global Climate for Fragrances / R. Walker // Global Cosmetic International. – N.Y., 2012. – November. – P. 26–29.

Вербализация социального фактора в парфюмерно-косметическом нейминге

Е. А. Галицкая

Аннотация. Статья посвящена парфюмерно-косметической номинации в английском языке. Особое внимание уделено отражению социального фактора в номинативных единицах, в которых вербализация социального фактора осуществляется с помощью семантических индикаторов, которые функционируют как представители социальной стратификации. Семантические индикаторы сгруппированы вокруг двух полюсов: биосоциального и социально-стратификационного. Первый сформирован семантическими индикаторами возрастной и гендерной дифференциации. Эти индикаторы тесно связаны с биологическими характеристиками социума. Второй полюс образован путем вовлечения семантических индикаторов профессиональной принадлежности и социального статуса. Эти индикаторы ассоциируются с социальной стратификацией, классовыми различиями.

Ключевые слова: биполярная модель, парфюмерно-косметический нейминг, семантический индикатор, символ, социальная стратификация, семантический компонент.