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Y CIENCIAS SOCIALES

O ¿cómo hacer hoy una buena historia crítica?

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**THE WINE AND THE LANGUAGE IN THE CONTEXT OF TRANSLATION
EL VINO Y EL LENGUAJE: PARA COMPRENDER LA COMUNICACIÓN VITIVINÍCOLA**

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Abstract

The language of the vine and wine belongs to the specialized languages, which bear different knowledge and are expression of this knowledge, as well as a basic communication tool. Like any other sphere, as well as the wine-growing, is distinguished by specialized terminology, through which the communication is made in the social and scientific circles. With the globalization and the internationalization of the wine world, as well as with the emergence of new institutions and the change of existing ones, the expansion of exports, the increase of wine imports, recently there have appeared new wine-producing countries, new research, new theoretical productions, new terminology.

Keyword

Wine – Vine – Winey – Communication – Experts – Terminology – Language

Resumen

El lenguaje de la vid y el vino pertenece a los lenguajes especializados, que tienen un conocimiento diferente y son expresión de este conocimiento, así como una herramienta de comunicación básica. Al igual que cualquier otra esfera, la viticultura se distingue por una terminología especializada, a través de la cual la comunicación se realiza en los círculos sociales y científicos. Con la globalización y la internacionalización del mundo del vino, así como con la aparición de nuevas instituciones y el cambio de las existentes, la expansión de las exportaciones y el aumento de las importaciones de vino, con el consiguiente nacimiento de nuevos países productores de vino, ha nacido nueva investigación, nuevas producciones teóricas y nuevas terminologías.

Palabras Claves

Vino – Vid – Bodega – Comunicación – Expertos – Terminología – Idioma

Like any other sphere, as well as the one of the wine and the vine growing is distinguished by specialized terminology, through which communication is made in the social and scientific circles. Figuratively sead, in the aforementioned sphere, the communication is accomplished through the language of the wine and the vine, i. e. by the terminology we need to communicate with the specialists in this field. As in any scientific field, also in this case, it is precisely the language that is the major means of communication between wine-growers, agronomists, sommeliers, tasters, oenologists or bearers of wine-based knowledge. Thus, those who possess this specialized language have the opportunity to carry it in the communication with non-specialists and to pass on their knowledge. In view of these characteristics, the language of the vine and wine confirms its basic functions, which characterise the language, among which the general ones are the communicative and the cognitive /descriptive ones. The continuous development of language as a basic element of communication on one hand, and the acquisition of the language as a lexical richness in the specialized sphere of viti-viniculture, on the other hand, requires some thorough knowledge.

The dialectologic and diachronic studies carried out, show that the vine grower cultivates the vine with a great desire, and the oenologist looks to the last detail of the wine production process. In both cases, the profound linguistic and professional knowledge is important, as they play a role in the use of selected vocabulary, which is the expression and confirmation of the necessary knowledge in the wine sector. Often, this problem is a matter of communication, and it is necessary in terms of the continuous development of any sector, science or discipline. With the globalization and internationalization of the wine world, as well as the emergence of new institutions and the change of existing ones, the expansion of exports, the increase of wine imports, the emergence of new wine-producing countries, new research, new theoretical productions, new terminology have been emerged. All these necessitate an increasingly frequent and more extensive use of the professional language due to the widening terminology and, consequently, the need to translate specialized literature and specialized translators. As a result, the level of communication is expanding, the specialized terminology is enriched and the volume of translations in the wine sector has been also increasing.

Although the practice and the reality require continuous foreign language training and improvement, there are still no specialists as translators and editors in many professions, including in the wine sector, as well as developing and implementing information tools on topics, related to the vine and the wine. Innovative and modern means of translation in the sphere of the sector do not mean the existence and the use of an explanatory or bilingual vocabulary. The development of the sector, including the transfer of the foreign experience, requires the development of a multilingual vocabulary, as well as the handling of it, in case it is necessary to master basic terminology and translation of specialized literature. The employees in the wine sector cannot work "behind" in any language necessary for the sector, they cannot eliminate it and to remain aside of the linguistic research as well as the researchers in the sector who cannot remain involved in the development of the process. For example, given the fact that the leading world destinations are Spain, Italy, France, Chile, Argentina, in order the experts to learn from their experience, the knowledge of the language spoken in these countries is necessary, if they want to know in detail the local peculiarities and specialists. And this language is not only English, these are French, English, Spanish, Italian.

The language and the wine are an indivisible whole, and the good, the quality translation can become synonymous with a quality public campaign which to lead to

exceptional results. To extend the knowledge of the language and the wine, much more work is needed to be done. This confirms the activities of the OIV –the organization which in 1963 compiled and published a Vocabulary of the Vine and Wine. Despite the many years gone by, it is a production with a function of the main source of information that needs to be updated. The updating is based on new changes, techniques, new technologies, the most appropriate methodology. In addition, the organization has several official languages - English, French, Spanish, German and Italian, which to some extent coincide with the main countries - wine producers, in which these languages are official. In order to present, for example, all the trademarks of aromatised wines or beverages based on wine, they are presented with their trade names that include different languages and are usually the languages of the country in which the beverage is produced. Such are *Americano*, *Bitter vino*, *Pelin*, *Starkvinsglögg*, *Sangria*¹, etc.

The wine sector deals with problems related to the selection and planting of the vineyards, to the tasting. The sphere can be divided into 5 subspaces:

- *Ambelography* - gives a description of the different vine varieties and vine culture, ie. deals with the cultivation of vines and harvests.
- *Wine culture* - vinification, preservation, storage.
- *Tasting* - all accessories and available means of tasting.
- *Commercialization and advertising* - sale of wines, including marketing and advertising.
- *Legislative activity* - related to the knowledge and the study of the laws, regulations and rules governing the production of grapes and wine, as well as the trade related to them.

Each of these spheres can be divided into subspaces. For example, the vine culture, which is part of the *ambelography*, is not familiar to the ordinary customers, visitors, tourists, or the non-specialists. This sub-sphere includes knowledge of so-called "Green Operations" - the ground preparation and planting, management systems for vine growing, pruning, processing, storage and harvesting. Each of them can also cover subtopics. For example, in the "green operations" you should know terms such as *el esperguardo* - germination, *el desniete* - defoliation, as well as *aclareo* - illumination, fading. The vine diseases, such as **oidio** - mildew, *acarias* and others, and the phytosanitary treatment - *sulphation* / spraying with blue stone)² are also included in the terminology relating to the protection of the vine. We can also say that the *viti-wine* - making practice, as it is quite widespread, affects other spheres in the social development, such as the legal and the economic fields. Tasting is also something that cannot be excluded logically from the matter of wine.

The wine-growing sphere, like any other, needs specialized language correspondence. The continuous development of the wine sector at the local and international level necessitates the emergence of new names of new institutions, terms related to import and export as a result of the emergence of new producer countries and new markets. All this generates an expanded amount of translations, especially on the

¹ Reglament (EC) № 251/2014 na Evropeiskiya Parlament I na suveta, 26.02. 2014, za opredeliane, opisanie, predstaviane. I pravna zakrila. I otmiana na reglament (EIO) № 1601/91na suveta, Oficialen vestnik na evropeiskiya suyuz, 20.03.2014, <https://eur-lex.europa.eu/legal-content/BG/TXT/>.

² Tr. Ivanov, *Technologia na vinoto – specialni vina*. Plovdiv, 1981.

web pages of wine cellars and in the activity of advertising campaigns. The number of wine seminars, international meetings organized by different organizations and associations, where the work of the translator is essential, is increasing. The result is one - the specific language of viticulture and wine production must be known. The language of wine and wine is important in the communication between the representatives of this sphere, since it differs from the common language, from the general communication. It defines the term "wine-making communication", which is part of the specialized, and, unlike the general, it is characterized by the following features³:

According to Kabre, **the first distinctive feature** is that in the specialized communication, in the background of the general one, trained translators specializing in a particular subject are required to communicate with the clear consciousness that they, to a great extent, present information in a certain specific knowledge.

Secondly, the world of this communication between communicators and translators is limited to a specific field, expressing the concept much more formal.

Thirdly, the specialized language of communication is a communication system that includes the common language, which means syntax, morphology, and the subcodes of a specialty that include the specific terminology in a given area.

And last but not least, "attention should be paid to the type of text intended for communication, whether it is a scientific or technical one, whether it is of a mainly descriptive type and whether the predominant function is the relative one"⁴.

The language of the vine and wine belongs to the specialized languages, which have different knowledge and are expression of this knowledge, as well as they are a basic communication tool. Therefore, in the communication between specialists, as well as between specialists and the general public, the specialized language has a dual function - cognitive or descriptive and communicative. The language of the wine and vine is an expression and at the same time bearer of the knowledge of the wine industry, as well as a means of communication between the employees in the sphere and the non - specialists. (Table 1).

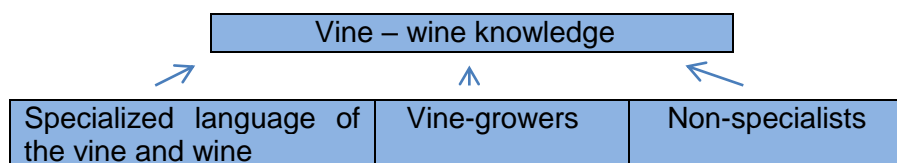


Table 1
Viti-vini communication
Source: Author`s graphic

The fact that the language of the vine and the wine is specialized does not mean that it is an autonomous language or it is something separate from the common language or from the languages spoken. There are links and interactions between the common language and the specialized languages, as well as between the specialized languages,

³ Maria, T. Cabe, La terminología: Teoría, metodología, aplicaciones (Barcelona: Empuries. 1993), 103-106.

⁴ Maria, T. Cabe, La terminología: Teoría, metodología, aplicaciones... 103.

therefore there can be no clear boundaries. This also proves the constant invasion of new terms in the specialized languages and their constant transfer into the everyday language. And vice versa, from the everyday language in the specialized languages, as well as the exchange of terms in the specialized languages. Many of these terms require specific use. These terms are born in the common language, but over the time, as a result of prolonged use in the practice, they have been imposed as international terms. For example, the French word *bras* is the equivalent of Spanish *brazo* and *brace* in English. In all three languages, they affect the field of the anatomy, but in the three languages they are used differently in three different meanings. In the language of vines and wine, they are of technical significance. They describe each of the branches from which the vine shoots originate, which are then transformed into a vine. This is called *a pimple*. In the Bulgarian language it is associated with the word *breast*.

There also exist the opposite examples. The terms of the specialized languages pass into the everyday language. For example, the noun *burdeos* from Latin describes the wine of the French Bordeaux region and goes into the other languages as a specialized term, showing a kind of color similar to the color of the wine. Thus, this term is perceived as a variety of the red color and is imposed as an international term. In the Bulgarian language it is also synonymous with red.

There is also another expression used in Spanish, but it has also entered the other languages - "**tener mala uva**", literally translated "**bad grapes**", but imitated as an idiom and literally means a person who does not want to do anything, has a bad character or one who is in a bad mood. In its literal meaning, this expression is used in the wine sector and means poor grape quality, and in the wine vintage terminology means *poor vinification*. In Bulgarian it means "*weak brandy*" or a poor harvest. For a winemaker, "*bad grapes*" undoubtedly means bad wine.

There is also used the opposite meaning - "Buena uva" - good grapes, good harvest or quality wine.

We also find out specialized terminology at another stage of the viticulture - the harvesting. It is about the condition of the fruit on the eve of harvesting. Then it is used the term *Bon ou mal etat sanitaire*⁵, *good or bad state of the grapes, en buen o mal estado sanitario*⁶, which means that the grapes are in good or bad condition, that is, healthy or unhealthy fruit. The same definitions are used for the condition of the barrels in which the wine is stored. The adjective *sanitary, healthy*, is associated with the health of a person, but it is imposed as a specialized wine and wine term.

Particularly important for vine and wine - making communication are the translators who are technically trained or are representatives of the sector itself and are able to express themselves through the already specialized language, i.e. the language of the vine and the wine. The other elements of the communication should not be also forgotten - the participants: the presenter, the receiver, the communication channel, the frame in which the presentation and perception are generated. It is on this system that attention should be paid in the specialized texts, because they concern both the points of view - the one of the presenter and that of the receiver.

⁵ In French

⁶ In Spanish

The language of the vine and wine is part of the common language, but it is seen as a combination of the everyday language and the specialized language imposed and related to the different perspectives of the participants in the communication. So far, there have been many books on vine-growing and wine, but in terms of the specialized vocabulary related to the vine and wine, it has been gathered in dictionaries or scattered in various editions, reports, seminars on the subject, lately also in web dictionaries pages. There are also monolingual, bilingual and multilingual free-market dictionaries, but they have been developed without any methodology⁷. There is a lack of definitions and there is no information on the actual state of the wine sector in each region and country. All that, as well as the mistakes in these editions, is based on the fact that they are not prepared by specialists and experts on the subject, as well as professionals in linguistics.

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⁷ Miguel Ibáñez Rrodríguez, (ccord). Vino, lengua y traducción (Valladolid: Universidad de Valladolid, 2010), 13.