

SEMANTICS OF PERFUME AND COSMETIC NAMING IN THE SOCIAL STRATIFICATION ASPECT

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The article deals with the problem of English perfume and cosmetic naming. Special attention is given to the ways of social stratification verbalization. The system of indicators is responsible for the semantic reflecting social stratification explicitly. These indicators are connected with the social status or professional activity in a semantic way. The system of symbols-markers reflects social stratification implicitly. These symbols-markers are connected with object symbols or personal names. Object symbols are divided into toponymes and gemonyms. Personal name symbols are divided into real person names and mythonyms. Using the dictionary definitions of indicators and symbols-markers makes possible to identify archesemes, differential semes. These semes are basic criterium for further grasping the semantic bearers into corresponding groups and subgroups.

Key words: archesemes, differential seme, indicators, perfume and cosmetic naming, social stratification, symbol-marker.

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Семантика парфумерно-косметичних назв у ракурсі соціальної стратифікації

Стаття присвячена проблемі англійського парфумерно-косметичного неймінгу в аспекті соціальної стратифікації. Особливу увагу приділено дослідженню шляхів вербалізації соціальної стратифікації. Носіями семантики, які віддзеркалюють експліцитно соціальну стратифікацію, є система індикаторів, які семантично пов'язані або із соціальним статусом, або із професійною діяльністю. Носіями семантики, які віддзеркалюють імпліцитно соціальну стратифікацію, є символи-маркери, які поділяються на об'єкти-символи та власні імена.

Ключові слова: архісема, диференціальна сема, індикатор, парфумерно-косметичний неймінг, символ-маркер, соціальна стратифікація.

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Семантика парфюмерно-косметических названий в ракурсе социальной стратификации

Статья посвящена проблеме английского парфюмерно-косметического нейминга в аспекте социальной стратификации. Особое внимание уделено исследованию путей вербализации социальной стратификации. Носителями семантики, отражающими эксплицитно социальную стратификацию, является система индикаторов, которые семантически связаны либо с социальным статусом, либо с профессиональной деятельностью. Носителями семантики, которые отражают имплицитно социальную стратификацию, являются символы-маркеры, которые разделяются на объекты-символы и имена собственные.

Ключевые слова: архисема, дифференциальная сема, индикатор, парфюмерно-косметический нейминг, символ-маркер, социальная стратификация.

The aim of the article is the investigation of perfume and cosmetic naming taking into consideration the social stratification representation in the nominative units. The main problem of the perfume and cosmetic goods is difficulty in naming the smell, aroma, odour, fragrance involving traditional verbal way. Perfume and cosmetic naming is called for reflecting olfactory preferences of the potential consumers, giving additional information about social stratification of the future

users of these goods. **The main target of this article** is the detailed investigation of verbal reflecting the social stratification in perfume and cosmetic goods. **Topicality** lies in the fact that social stratification in naming procedures is not investigated essentially, particularly in the sphere of perfume and cosmetic naming. **Object of the investigation** is the social stratification verbalization in the system of goods names and the ways of social stratification semantics reflection in nominative units. **Subject**

of the investigation are the set nominative units used in the English language for naming perfume and cosmetic goods.

Publication analysis

Attempts of investigation the social stratification reflexion in the perfume and make-up nominative units look discrepant, spontaneously illuminating separate, disconnected data. Trying to analyse social stratification the present day perfume market is analysed involving the pyramidal structure. Social values seem to have been transformed under the influence of megabrands and new patterns of beauty [8, p. 899–901]. Perfume consumer goods are known to be characterized with the tendency of strong aroma resemblance which is known as “tyranny of identity” [4, 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 [11, p. 682–684]. Artistic (selective, premium) perfumes don't have any direct advertisement, and mostly internet is preferable [13, p. 26]. Having been founded in 1828 *Guerlain* is known to have started his activity with the production of cosmetics goods and only later he created his own perfumery [1, p. 72]. Myth creation may lead to the brand destruction and its transformation into ordinary consumer goods. Between 1968–1978 perfume *Chanel №5* was being sold everywhere in the USA, even in the drug-stores [8, p. 898]. Belonging to the consumers' memory any brand name should be very easy pronunciation, remembering and have sense [12, p. 194]. Brand name market functions are very substantial. Having the sense the name of goods helps customers to remember and recognize brand [8, p. 915]. Brand name should be associated with the category of goods; also it should create any mental image in the consumers' brain [2, p. 197]. Lipstick brand name analysis was provided from the textual point of view. There were singled out 14 classification groups [10, p. 596–597]. That explains the integrated and complex nature of make-up nominative units. Harrison thinks perfume consumers to be abandoned for creating their own image situations, using linguistic associations as sense of direction [7, p. 8]. The lack of social stratification investigations in the sphere of perfume and cosmetics nominative units was partially compensated with grasping the verbalisation of social stratification [6], but the semantic components were not involved into analysing. The semantic components need special attention because they can reveal explicit and particular implicit way of social stratification verbalization.

The main information expounding

Semantic background of perfume and cosmetic names may be investigated in the social stratification aspect with introducing the notion of semantic indicators. These indicators are regarded as focal

points taking place in the whole nominative complex-construction reception program. Semantic indicators are identified as discrete naming-structural components (discrete indicators *Gentleman*) or as the association of components (indicator clusters *Bob Man Warrior*). They all obtained speech realization and arrangement in the naming framework-construction. At the same time these indicators bear a primary or secondary functional load from the point of forming the naming complexes in their semantic aspect. Semantic indicators point out (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 [6, p. 21]. Using the social stratification semantic indicators it is possible identify elements of nominative units which mark the information about social status or professional activity. These indicators are responsible for creating the whole perfume and cosmetics nominative units or only its component. In this case semantic indicator corresponds to the lexical unit which is only the fragment of the nominative units. The lexical unit coincides with the nominative unit. The most remarkable indicator group is connected with the social status. This status is represented in explicit way. Using the method of dictionary definitions helps to reveal the social status meaning. Adjective ROYAL is separated in the nominative units: *Eau de Royal Secret; Cuba Royal; Royal Copenhagen; Royal Aqua*, and *Royal Velvet*. Its dictionary definitions demonstrate the connection of the lexical unit with the highest social levels: “relating to or belonging to a king or queen, (informal) a member of a royal family” [9, p. 1436]. There are some semantically related social stratification indicators in the nominative unit: *Killer Queen; Prince Matchabel; French Musk; Disney Princess(e); L'impératrice*. All of them belong to the status vocabulary. Dictionary definitions clarify their lexical meaning: *Queen* “the female ruler of a country; the wife of a king” [9, p. 1342]; *Prince* “the son of a king, queen, or prince; a male ruler of a small country or a state” [9, p. 1300]; *Princesse* “a close female relation of a king and queen especially a daughter; the wife of a prince” [9, p. 1301]. Perfume nominators used the French spelling of that lexical unit, and they did Gallicism *L'impératrice* with the purpose of giving the French charm to the whole nominative unit. That example has a strong semantic resemblance with the nominative unit *Emporio Armani* where the Gallicism *emporio* corresponds to the assimilated lexical unit *empire*: “a group of countries that are all controlled by one ruler or government; a group of organizations controlled by one person” [9, p. 512]. Lexical unit-indicator of social stratification *Gentleman* occurs in the structure of nominative units: *Elite Gentleman; Gentleman Only; Gentleman Only Intense*. Semantic of that lexical unit shows its belonging to the status lexicon: *Genleman* “a polite word for a man used especially talking

to or about a man you do not know; a man who is always polite, has good manners, and treats other people; (old-fashioned) a man from a high social class, especially one whose family owns a lot of property” [9, p. 672]. Lexical unit *Lady* within the nominative unit *Lady Million Eau My Gold* also belongs to the indicators of social status and has a corresponding dictionary definition: “a woman of a particular type of age; a woman who is polite and behaves very well; uses the title of the wife or daughter of a British nobleman or the wife of a knight; (old fashioned) a woman born into a high social class in Britain” [9, p. 899]. In the nominative unit *Berlin Playboy* the lexical unit *Playboy* belongs to the status lexicon according to its dictionary definition: “a rich man who does not work and who spends his time enjoying himself with beautiful woman, fast cars etc.” [9, p. 1253]. The dictionary definition of the objective *Elite* being the component of the naming unit *Elite Gentleman* shows its connection with the status lexicon: “(n) a group of people who have a lot of power and influence because they have money, knowledge, or special skills; (adj) “an elite group contains the best, most skilled or most experienced people or members of a larger group” [9, p. 508–509]. In the nominative unit *Love of Glamour* lexical unit *Glamour* is connected with status lexicon too: “the attractive and exciting quality of being connected with wealth and success; a style of attractiveness that suggests wealth” [9, p. 684]. That group of social status indicators grasps lexical units connected with property status, property relations, and property qualifications on the basis of title, social hierarchy. Another group of indicators which is closely connected with the previous one may be described as professional activity indicators. They also demonstrate the relation with the same property status, property relation and property qualification, but the basis of these relations is a bit different. Instead of the title, social hierarchy the background of professional activity indicators is business, hierarchy in the business circles, success in business-like cooperation. The lexical and simultaneously nominative unit *Tycoon* has a very clear professional semantics: “someone who is successful in business or industry and has a lot of money and power” [9, p. 1793]. Professional activity indicators may underline the level of professional skill, as *Maestro*: “someone, who can do something very well, especially a musician” [9, p. 989]. Nominative unit *Bod Man Warrior* underlines the specification of activity, and the nominator connects the potential user with that quality which is revealed in the dictionary definition *Warrior*: “a soldier or fighter who is brave and experienced — used about people in the past” [9, p. 1857]. In the name unit *Bob-man Player* lexical unit *player*: “someone who takes part in a game sport; one of the important people; companies, countries etc that is involved in and influences a situation especially one involving competition; a man who has sexual relationships with many different woman” [9, p. 1253].

The last definition demonstrates some semantic relation between two nominative units: *Bob Man Player* and *Berlin Playboy*. That relation is based on the type of carefree life, vanity of vanities. Within the professional activity indicators there is a subgroup connected with sport as a professional activity. It is possible find lexical unit *Sport* in this nominative unit subgroup: *Sport for Women*; *On Duty Men Sport*; *Dior Homme Sport*. The dictionary definition identifies that type of activity as a professional one: “a game, competition, or activity needing physical effort and skill that is played or done according to rules, for enjoyment and/or as a job” [9, p. 1600]. There are some other nominative units connected semantically with the subgroup of sport: *Mustang Sport*; *Road Runner*. The dictionary definition of the lexical unit *Runner* reveals its belonging to that subgroup too: “a person who runs competitively as a sport or hobby” [9, p. 1444]. Nominative unit *Master Corrector* has two lexical units connected with the high professional skill, qualification. *Master*: “a person who is very skilled in a particular job activity” [9, p. 1012]; *corrector*: “apart from the general sense of anyone who corrects mistakes, it has been as, or part of (some commonly shortened again to *Corrector*), various specific titles and offices, sometimes quite distant from the original meaning” [9, p. 351]. Nominative unit *Guardians of Love* has the lexical unit semantically related to indicators of professional activity, *Guardian*: “someone who guards or protects something” [9, p. 719]. Some other nominative units belong to that group too according to their dictionary definitions: *Perfectionist*: “a person who wants everything to be perfect and demands the highest standards possible” [9, p. 1220]. *Idealist*: “someone who tries to live according to high standards or principles, especially in a way that is not practical or possible” [9, p. 844]. *Futurist* belongs to this group too. The cluster of nominative units *On Duty Woman*; *On Duty Men Sport*; *On Duty Men Active* contain the lexical unit *duty* belonging to the professional activity indicators with the general meaning: *duty*: “something you have to do as part of your job”; *be on duty*: “to be working at a particular time, especially when you are doing a job which people take turns to do, so that someone is always doing it” [9, p. 490]. Indicators of professional activity grasp even nominative units with a very specific meaning. *Wizard*: “a man who is supposed to have magic power, someone who is very good at something” [9, p. 1897]. *Voyager*: “a person who goes on along and sometimes dangerous journey” [9, p. 1847]. Professional activity indicators are created by involving professional terminology which shows the professional activity. *Haute-Couture*: “the design and production of expensive and fashionable clothes, or the clothes themselves” [9, p. 361]. Another constellation of nominative units (*Berrywell professional haircare*; *Estel professional*; *professional eye smokifier*; *professional kohl eyeliner*) operates with the lexical unit *professional*. Its dictionary definitions

demonstrates the meaning: “relating to a job that needs special education and training; relating to your job or work and not to your private life; doing a job, spent, or activity for money, rather than just for fun; someone who works in a profession, or who has an important position in the company or business” [9, p. 1308]. Social stratification indicators contain archesemes *power, money, wealth, success*. It shows that they are grouped around the property status, property relations, property qualification. On the background of differential semes that group is divided into two subgroups. The first subgroup grasps social status indicators; they are gathered together having differential semes *high social class, high social position; the ruler of the country; a member of a royal family*. The second subgroup contains professional activity indicators, all of them have differential seme *job* which underlines not the money and power inheritance but the way of obtaining money and power by business. These two subgroup are determined with the aggregate of semes. The semes are in the lexical units forming corresponding perfume and cosmetic nominative units (*a member of royal family; the ruler of a country; a high social class; a high social position; family owns a lot of property; born into a high social class; a rich man; who has a lot of power money; being connected with wealth and success; successful in business or industry and has a lot of money and power; can do something very well; one of the important people; played or done as a job; very skilled in a particular job; to do as part of your job; doing a job; to have powers; to be good at something; a job that needs special education*). This way of social stratification verbalization may be defined as explicit. Explicit consists of the nominative units, lexical units used for the process of verbalization. These units have a set of direct meaning semes connected with the social stratification. This sphere is connected with property qualification.

There is an alternative way of social stratification verbalization in the perfume and cosmetic nominative units. This way may be defined as implicit. Implicit consists of involving social stratification symbols-markers. Symbolism is the process of abstract concept representation using any real object. Symbols which are used for creating nominative units function as the representative-associations of certain social relations. Implicit symbols-markers of social stratification have connotative meaning. Within this group of symbols-markers it is possible to single out two subgroups. The first one includes object symbols (toponymes and gemonymes), the second one involves personal name symbol (real person names and mythonymes). Toponymes show their meaning if the dictionary definitions are analysed. *Tokyo*: “the capital and largest city of Japan, and its main financial and business centre. *Tokyo* is known for being one of the largest and busiest cities in the world” [9, p. 1748]. In the nominative unit *Tokyo Fashion* lexical

units Tokyo forms association with professional activity indicators as it has semes *financial, business, busiest*. In the nominative unit *London Beat, Cuba New York* potential semes *financial, business* are found in the dictionary definitions of lexical units *London, New York*. But if a detailed definition of *New York* is analysed (“a city in the northeast of the USA that is an important centre for finance, culture and entertainment” [9, p. 1107]) it is possible to us *New York* not only as a symbol of business, but as a place of entertainment according to the last seme in its definition. The same symbolic function of entertainment, carefree life is represented with the group of toponymes: *Fidji; Rio de Janeiro; Santa Domingo; Cuba Copacabana; Las Vegas; Hawaiian Shores*. Some symbolic toponymes are used as components of nominative units: *Miami Party; Soho Chic*. These symbols may be connected with social status indicators, but their meaning is based on the potential (associative) seme *entertainment* and the collection of semantic associations: *vocation; tourist industry; gambling; show; holiday resort; fashionable shops; a place of happiness; enjoyable*. In the nominative units *Paris Premiere Roses; Paris Rebel Collection* the lexical unit *Paris* has the double symbolism, not only as a business centre, but also as a place of entertainment. Associative semes demonstrate that fact (*country’s business and financial centre; romantic city; fashion industry*). Object symbols of toponymical nature are assonant with social status indicators and professional activity indicators, representing social stratification in implicit way. Within the object symbols subgroup it is possible to find out the nominative units gathered together on the ground of using lexical units — gemonymes. Gemonymes grasp names of precious stones and metals. These substances are the equivalent of money (especially a gold bullion for banking operations); but they are the symbol of power, wealth. Simultaneously these substances may function as the attributes of social status too. These substances have been used to make power regalia (crown treasures). Gemonymes have connotative relations with social status and professional activity indicators. Lexical unit *Gold* has the leading position and is used in nominative units *Euphoria Gold; Honey Gold; Golden Peach; Precious Gold; Rare Gold*. The dictionary definition of *Gold* shows its meaning: “a valuable soft yellow metal that is used to make coins, jewelry etc; coins, jewelry etc made of gold; the colour of gold” [9, p. 696–697]. “Gold is symbolic of all that is superior, the glorified. Everything golden or made of gold tends to pass on quality of superiority to its utilitarian function. Gold is also the essential element in the symbolism of the hidden or elusive treasure which is illustration of the fruits of the spirit and of supreme illumination” [3, p. 120]. Lexical unit *Gold* is a frequent component of perfume and cosmetics nominative units as it indicates a very

popular in the society metal: *Giordani gold; Gleaming gold; Giorific Gold shock; Simply Gold; 24k Simply Gold; 24k Golden Black; Cuba Gold; My Gold; Jivaga 24k Gold; Liquid Gold euphoria men; Euphoria Liquid Gold*. Lexical unit *Platinum* function as a part of nominative units: *Platinum; Platinum Night; Samba Platinum: Platinum Egoiste*. This metal is measure of wealth and refined taste; its dictionary definition demonstrates that: “a silver-gray metal that does not change or lose its brightness, and used in making expensive jewellery and in industry” [9, p. 1251]. In nominative units *Silver; Glitter Mascara Silver* lexical unit *Silver* is connected with the symbol-marker of social stratification according to its dictionary definition: “a valuable shiny, light grey metal that is used to make jewellery, knives, coins etc” [9, p. 1537]. Dictionary definitions of all these precious metals have associative semes *valuable, precious, expensive* and these lexical units may function as symbol-markers of social stratification. Here is a broader definition of *silver*: “Silver is the second literature; often there is no distinction in meaning. Both “gold” and “silver” are synonyms for money in Greek, Latin, Hebrew, and many modern languages. But wherever there is a ranking, silver comes second, as the monetary value of the metal is always less than of gold. As a bright, precious metal silver belongs to the classical gods only less insistently than gold. Apollo is particularly associated with a silver bow; “silverbow” is the title of his in the Iliad” [5, p. 196]. There are some precious stone names in the focus of object-symbol. Lexical unit *Diamond* is the attribute of nobility, high social levels; it is used as a component of some nominative units: *White Diamonds Lustre; White Diamonds; Yellow Diamond; Versace Yellow Diamond; Diamonds for Men; Black Diamond*. Its dictionary definition emphasises its price and value: “a transparent, extremely hard precious stone that is used in jewellery, and in industry for cutting hard things” [9, p. 431]. Its association with wealth and power is underlined in the definition: “Like all precious stones, it partakes of the general symbolism of treasures and riches, that is moral and intellectual knowledge” [3, p. 81]. Nominative units *Rare Sapphires; Loose Pearls intense illuminating effect; Sparkling Amethyst; Bright Crystal Absolute* contain gemonymes-lexical units: *Sapphire; Pearl; Amethyst; Crystal*. All these lexical units are assonant with social status indicators because they are symbols of money, wealth, prosperity. The common seme that is in all dictionary definition of these gemonymes

is *jewellery*. Its definition reveals the symbolism meaning as an attribute of wealth, money: “objects made with valuable stones and is used for decoration” [9, p. 869]. The archeseme *valuable* shows the position of gemonymes as symbol-markers of social stratification in implicit way. Attribute *precious*: “something that is precious, valuable and important and should not be wasted or used without care; rare and worth a lot of money” [9, p. 1285]. Lexical unit *money* is an associative seme and shows the meaning in a clear way. *Money*: “what you earn by working and can use to buy things; someone’s wealth, including all the property and other things own” [9, p. 1061–1062]. Symbol-markers of social stratification include also personal name symbols. These name are divided into Real Person Names and the clusters of Mythonymes. Real Person Names are the perfume and cosmetic nominative units (*Poco Rabanne; Pierre Cardin; Burberry; Jean Paul Gaultier; Karl Lagerfeld*) or are the component of nominative units (*Versace Eros; Dior Homme; Armani Code; Chanel №5, Revel Calvin Klein*). The implicit meaning of these symbols-markers may be revealed using the fragments of these persons’ biographies. There it is possible to find some sets of different semes. The first seme set includes: *business man; business woman; family business; global president and manager; earned more money; global brand*. These semes correlate with the professional activity semantic indicators. The second seme set contains: *elegant; luxury; luxury company; luxury fashion house; British Royal Family; lavish lifestyle; socialite heiress media personality*. These semes correlate with the social status indicators. The cluster of Mythonymes contains: *Antaneous; Eros; Athena*. These names are associated with gods, semigods, goddesses and have an implicit commutation with the social status indicators.

Conclusion

Social stratification verbalization takes place within the perfume and cosmetic nominative units. Verbalization is realized in two different ways: explicit and implicit. Explicit verbalization is realized involving semantic indicators of social specification. These indicators are divided into social status and professional activity ones. Implicit verbalization is realized using symbol-markers of social stratification. They cleave into object and personal name parts. Investigation of archesemes and differential semes reveals the semantic structure of perfume and cosmetic names.

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