

Terminological expansion of the English language into the French nominations of cosmetology products

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Abstract. The process of identifying structural and semantic features of terminology in French attracts particular linguistic interest. Modern researchers pay special attention to the concept of 'term'. They are also interested in studying the issues of word-formation modeling. A term (lat. terminus "limit, boundary") is a word or phrase that personifies certain concepts from the subject area (Chesterman A., Toury G.). The socio-economic branch of cosmetic production stands in its dynamic development. Currently, a large number of cosmetic products have appeared to be given special nominations. In responding to social processes, linguistics is involved in the modeling of new words. The branch of cosmetic production makes a special vocabulary, which is strongly influenced by terms borrowed from other languages. These processes can be systematized and presented in the form of scientific developments.

Keywords: terminology, cosmetics industry, nomination, the French language, internationalism, generative grammar, derivational tree

1 Introduction

Currently, the French industry of cosmetology is a separate branch of the economy, which has its system of terminology. Article 2 of the Règlement Cosmétique and Article L.5131-1 of the Code of Public Health ("Code de la Santé Publique") define cosmetic as "any substance or mixture intended to come into contact with the surface parts of the human body (skin, capillary systems, nails, lips)" [1]. Based on the functional properties of cosmetic products that are designed to cleanse, aromatize, transform, protect and maintain their appearance in good condition, the nominations of women's products in this study are divided into two main thematic groups: 1) decorative cosmetics, 2) skin care cosmetics.

1.1 The angles of study

The current study is devoted to the examination of subgroups and mini-groups which make the nominations for cosmetics production. The classification of cosmetic products is performed to establish the genus-species relationships, which nominate lists of various thematic groups. The word-formation analysis of French cosmetics products is considered from the angle of morphology and syntax, highlighting the word-forming components of nominations on the morphological and syntactic levels. Terminological borrowings from the English language are also taken into account. A significant amount of presented internationalism proves the activity of cosmetic term creation,

highlighting its international character and worldwide significance.

1.2 Thematic groups of cosmetic terminology

The terminological peculiarities of cosmetic terminology lie in the use of its general concept [2]. The present analysis is performed on the basis of its medical and care functioning which is viewed among the studied cosmetic products. Consequently, two main thematic groups are singled out – "Decorative cosmetics" and "Care cosmetics". These groups establish nominations that reveal functional subgroups in their composition. The distribution is performed on the basis of common semantic invariants established in them. In the considered nominations, semantic invariants contain an indication of a certain part of the body that is being dyed or cared after [3].

2 Problem Statement

A specialized language, a terminology language, is a type of language that has its object and field of usage [4]. From the functional point of view, a specialized language aims to facilitate communication between specialists, or professionals. Its goal is to highlight the meaning as clearly as possible. Therefore, the specialized language very certainly lacks any stylistic figures or ambiguous implications. It's every term looks clear and precise [5].

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2.1 Advertising genre of cosmetic nominations

The French nominations of cosmetics production combine the norms of scientific, technical, and advertising styles. Distinctive features of the scientific language are conciseness, accuracy, objectivity, and standardization of presentation [6]. The genre and stylistic originality of advertising texts are revealed in their expressiveness, achieved through a combination of linguo-psychological means of influencing the target audience. The present work is devoted to the study of structural features of cosmetic nominations in terms of their morphemic and syntactic composition.

2.2 Abundance of nominative borrowings

A significant part of the cosmetic nominations in French is formed using borrowings. The key role is played with the English morphological units since this language is a means of international communication [7, 8]. English has become the main communicative tool for the exchange of experience in this area. The empirical data of the current study establishes the presence of the following nominations of English origin: waterproof, volume, anti-imperfections, kit, peeling, blush, precision, eyeliner, gloss, base, top, coat, nail, etc [9].

3 Research Questions

Nominations and terms are found on the labels of cosmetic products, which are filled following the accepted standards of the EU [10]. The information contained on the label reflects: 1) the name of the cosmetic product, 2) the product category, 3) the purpose of the cosmetic product, 4) the recommendation for use, 5) the ingredients, 6) the place of production, 7) the expiration date. The study of French cosmetic nominations, as well as their structural and syntactic analyses, make the targets of this study.

3.1 Morphemic composition of cosmetic vocabulary

The morphemic composition of the analyzed vocabulary in French is heterogeneous, which manifests itself in the presence of simple, derivative, and complex forms of education. Derived terms differ in the ways of affixation. Complex terms of nominations are formed by combining several roots into one word: faux-cils, double-embout, and recourbe-cils.

3.2 Syntactic of cosmetic vocabulary

The analysis of terminological phrases is of particular interest in this work since it allows us to establish several features characteristic of the syntactic level of constructing cosmetic phrases in French.

4 Purpose of the Study

The purpose of the study is to analyze the structural and semantic features of the terminology of French cosmetics products. It aims to analyze the composition of the cosmetic terminological system, to carry out a semantic analysis of cosmetics nominations, and to single out main nomination borrowings taken from the English language.

5 Research Methods

The research methods are complex. They include the method of component analysis and thematic classification, the method of continuous sampling, as well as, several general scientific methods such as analysis, synthesis, induction, deduction, and the historical method.

6 Findings

The first thematic group established as a result of the present study is "Decorative cosmetics" (lat. *decoro* "to decorate"). It is represented by a set of cosmetics that hide or correct imperfections in people's appearance. The French decorative cosmetics is represented by a wide range of brands, among which the most famous are: Givenchy, Dior, Lancôme, Sisley Paris, Talika, Yves Saint Laurent, Chanel, Terry, Guerlain, Bourjois, 1944 Paris, Yves Rocher, T. LeClerc, Biotherm, Vichy, Nuxe, Collosol, Christophe Robin, Le Couvent des Minimes, Diptyque, Phytospecific, Decléor, Orlane, Leonor Greyl [3].

6.1 Terminological groups

The terminological apparatus of women's cosmetics in French can be divided into two thematic groups of their functional use - "Decorative cosmetics" and "Care cosmetics". Each of the selected groups, based on the semantic invariants established in terms, has a further division into two subgroups. As a result, decorative cosmetics are divided into:

- 1) Cosmetic substances,
- 2) Application tools, and cosmetics are divided into:
 - 1) Facial care products,
 - 2) Body care products.

Further division of the derived subgroups is carried out by mini-groups and micro-groups.

6.2 Nominations of decorative cosmetics

The set of decorative cosmetics can be divided into two subgroups: 1) Cosmetics, and 2) Tools for their application. Six semantic invariants are established within the first sub-group – skin, lips, eyes, face and neck, body, and nails. As a result of nomination systematization, six thematic mini-groups are formed as follows:

1. Base et fixateur (base and foundation):
 - base de teint sublimatrice (sublimating base),

- base de teint matifiante flouteuse de pores (matting primer that hides pores),
 - base de teint yeux (base base for the eyes),
 - base de maquillage (make-up base),
 - base fixante waterproof (waterproof base),
2. L'enrobage pour les yeux (decorative products for the eyes):
- contour des yeux (eyeliner),
 - eyeliner (eyeliner),
 - eyeliner fluide (liquid eyeliner),
 - eyeliner pinceau liquide (liquid eyeliner),
 - eyeliner flexible (flexible eyeliner),
3. L'enrobage pour le visage (decorative products for the face):
- fond de teint (face powder),
 - poudre et bronzer (powder and tan),
 - gloss (gloss),
 - rouge, blush (blush),
 - fard à joues (blush);
4. L'enrobage pour les lèvres (decorative lip products):
- crayon et feutre à lèvres (pencil and lipstick),
 - rouge à lèvres (lipstick),
 - blush poudre (powder blush);
5. Maquillage pour le corps (body makeup):
- poudre de corps (body powder);
6. L'enrobage pour les ongles (nail polish):
- base et top coat (base and top coat of nails),
 - vernis à ongles (nail polish).

6.3 Nominations of skin care cosmetics

The nomination list of skin care cosmetics is divided into three mini-groups:

1. Crème pour le visage (face cream):
- crème de jour (day cream),
 - crème de nuit (night cream),
 - crème et lait hydratants (moisturizer with milk),
 - crème teintée (toning cream);
2. Soins de peau de visage (facial care):
- crème gommante doux peeling (gentle peeling scrub cream),
 - exfoliant visage (face scrub),
 - lotion tonique (toning lotion),
 - lait micellaire demaquillant (micellar cleansing milk),
3. Correcteur anti-imperfections (smoothing imperfections):
- sérum anti-imperfections effet peeling pour peaux adultes à tendance acnéique (anti-imperfection serum with peeling effect for acne-prone adult skin),
 - gel crème anti boutons, anti points noirs, peaux grasses à tendance acnéique (cream gel against acne, against acne, oily skin prone to acne),
 - le soin culte anti-imperfections (a means to combat acne),
 - crème visage rééquilibrante et hydratante (repairing and moisturizing face cream).

Each of the selected groups has a further division into two subgroups. As a result, decorative cosmetics are divided into 1) Cosmetic substances, and 2) Application tools. Each of the derived subgroups has a further division into mini-groups in the amount of 5–6 and micro-groups. Skin care cosmetics are also represented by 2 subgroups: 1) Facial care products, and 2) Body care products. Each of these subgroups is divided into 3–4 mini-groups and several micro-groups.

6.4 Syntactic peculiarities of cosmetic nominations

The analysis of information blocks that are present on the packaging of cosmetic products gives a basis to single out the following syntactic features in their nominations.

6.4.1 The presence of two models for constructing terminological phrases

The terminological phrases of female cosmetology reflect the traditional model of subordination: S + A (fr. *Nom + Adjectif* "Noun + Adjective"), in which the first element is the main component, and the second is its defining one. For example, gommage exfoliant (Eng. "exfoliating scrub"), crème jeunesse (Eng. "anti-aging cream"), papiers matifiants (Eng. "matting wipes").

The empirical material also obtains the subordination which reflects the English structure of adjective phrases: Adj + N (fr. *Adjectif + Nom* "Adjective + Noun"). An example is the following phrase: doux peeling (Eng. "gentle exfoliation"). This phrase contains the English borrowing – *peeling* – which is used in the function of the defined.

A significant number of cosmetic phrases have the structure of another English model: N + N (fr. *Nom + Nom* "Noun + Noun"). It is typical for the grammatical norms of the English language that the first noun is used as a determiner, and the second is defined. However, the syntactic norms of the French language arrange the functional meanings of the structure N + N in the reverse order, i.e. the first noun is used in the function of the definitive, and the second – the definitive. For example, eyeliner fluide (Eng. "liquid eyeliner"), effet peeling (Eng. "exfoliating effect"), crème jeunesse (Eng. "anti-aging cream"), blush poudre (Eng. "powder blush"). Thus, the English subordinating structure in the composition of terminological phrases in French is typical for constructions with English borrowings.

6.4.2 Omission of syntactic elements of secondary importance

This group can be divided into three subgroups:

- 1) Omission of articles: sérum reducteur de pores -> sérum reducteur des pores (pore-reducing serum), baume pieds -> baume pour les pieds (foot balm),
- 2) Omission of prepositions: gommage corps -> gommage pour corps (body scrub), base visage -> base pour visage (face base), crème gommante doux

peeling -> crème gomante pour doux peeling (gentle peeling scrub cream) , soin réparateur des cheveux secs et abîmés -> soin réparateur contre cheveux secs et abîmés (repair for dry and damaged hair),

3) Omission of unions: coloration capillaire permanente – coloration capillaire et permanente (Eng. "permanent hair coloring").

6.4.3 Omission of syntactic elements of causal meaning

This type of omission is viewed in the terminological phrase: mascara recourbé cils (Eng. "mascara for lifting eyelashes"). Restoring the implicit meaning of this phrase, one should add the circumstance of purpose and transfer the position of the adjective recourbé to a postposition to the noun. Considering the given transformations, the following result comes out: mascara pour obtenir des cils recourbés (Eng. "mascara for obtaining curved eyelashes"). A similar restoration of missing elements is observed in the examples: gelée exfoliante douceur -> gelée exfoliante pour obtenir douceur (Eng. "exfoliating jelly for (feeling) tenderness"), spray volumisant "effet plage" à la lavande -> spray à la lavande pour obtenir volume "effet plage" (Eng. "lavender spray to add volume "beach effect"").

6.4.4 Changing the part-of-speech attribution of words as part of a terminological phrase

The considered examples of phrases for French cosmetic products contain a common feature, which is manifested in the adjectival structure of terminological phrases. Restoring their original meaning, the structure of such phrases can take a different form. For example, the adjective phrase sérum réducteur de pores (Eng. "serum that reduces pores") is converted to the structure of the intended purpose, in which the determiner is replaced by an infinitive with a preposition: sérum pour réduire des pores (Eng. "serum to reduce pores"). Similarly, the adjectival structure fluide activateur cellulaire (Eng. "hair-activating liquid") is transformed into the form: fluide pour activer les cellulaires (Eng. "hair-activating liquid").

The derived features of the syntactic constructions of terminological phrases are united by a common target purpose, characteristic of advertising discourse. The trend towards savings is expressed in:

- 1) skipping several elements of grammatical connection – articles, prepositions, conjunctions;
- 2) implicitness of syntactic elements of causal meaning – infinitives with prepositions;
- 3) the predominance of adjectival phrases of the French type of subordination;
- 4) the location of several adjectives in postposition to the main word.

7 Conclusion

The listed features of the terminological phrases of the French cosmetic nominations serve the purpose of

attracting the attention of the target audience. The studied nominations aim to facilitate memorization by creating an aesthetic design of the advertising text of information blocks. Some synonymous terms established based on borrowings prove the diversity of nominations. The omission of structural elements is also a hallmark of terminological nominations in French, which tend to be short. The terms and terminological phrases of women's cosmetology in French have a characteristic morphological and syntactic composition. In addition to the traditional ways of word formation, which include affixation and word formation, the considered terms contain lexemes formed as a result of contamination and foreign adaptation (borrowing). The syntactic features of terminological phrases show the features of an advertising text, which is distinguished by brevity, colorful expressiveness, and English word arrangement.

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