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Modern Dishes: How Are They Named and What Do They Tell Us about Culinary Trends?

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Abstract

This research aims to uncover linguistic and cultural features in dish names, also known as culinaronyms. The purpose of this study is to show how the culinaronym is structured, specifically to examine the link between the components of the name and its semantic diversification within the word. Additionally, this study will identify the characteristics of the culinary trends of an ethnic group based on the dishes of that language. The results exhibit that culinaronyms are created by linking, recreating, adding, and rotating its components. In addition, the modern culinary trend is gradually synching with the trend of developing life, the need for healthy living and the promotion of traditional values, combined with modern factors. The prospect that the topic will contribute to the study of culinary language, especially within the field of identifiers, is the idea that it will create a foundation for the study of culinary culture based on the linguistic features of dish names, and food of one nation or another.

Keywords: naming, culinaronym, linguoculture, component, culinary trends.

Introduction

Food is a popular topic across all fields. As Raviv Yael states, food "travels and morphs, it plays a role in all aspects of society" (Raviv, 2015). In the field of biology, food is an indispensable and important need of mankind. In the field of culture and cuisine, food is an element of the soul of a nation's essence. In linguistics, food is a captivating topic, attracting the attention of many researchers. From the perspective of naming strategies, it has also contributed to interesting findings within the subject of cuisine (Markantonatou et al., 2021). The process of naming a culinary product is worth discussing further.

Henry Notaker described the names of dishes in culinary books from a linguistic perspective, specifically the semantics of the name of the dish. He stated that the name of the dish reflects factors such as the main ingredients, cooking method, shape, color, proper nouns for names of people, names of places, among others. It can be noted that the section related to dish names within this work, discusses only the semantics of the name. As this is a book that analyzes all the ingredients of a cookbook, the name of the dish is only briefly analyzed in one part of the work (2017).

Additional authors also studied dish names from the perspective of their semantic structure, such as: Lazeeva (2016), Petrovska (2016), Moisenya (2018), Shipilova (20180, Novikova (2019), Tayupova (2019), Rahmawati and Mulyadi (2021), Markantonatou et al. (2021). The authors have considered the semantic components contained in the culinaronyms in English, Russian, Indonesian, Macedonian, and Greek.

Unlike the above studies, one of our published studies titled "Components in Russian Culinaronyms: Combination of Culinary and Language (From Material of Headlines of Culinary Journals)" aims to point out all structural models of dish names. The term "component" is used to refer to one structured semantic element retrieved from any

culinaronym. Interestingly, this work contributes the connection of those semantic components to naming strategies, namely culinary naming. From the structured semantic analysis, the components of the name can be observed, which plays an important role in interpreting different culinaronyms, categorizing them, identifying old and new components appearing in the dish's nomenclature, and analyzing the correlation between components (Phan & Shaklein, 2021).

The above studies form the basis for addressing the requirements of this research: how to name a modern dish. In other words, the above analysis creates the foundation for us to see what factors make up the name of the dish. The purpose of this study is to identify how components from culinaronyms can be linked with one another. Semantic elements are bricks, and the purpose of this study is to discover how those bricks are connected.

From a linguistic and cultural perspective, the name of a dish also provides valuable information about culture, specifically the culinary culture of a nation. According to cognitive linguist Daniel Everett noted, that language is a tool that provides cultural and historical values (2012). With the same comment, Ronald Langacker said that language is an "essential instrument and component of culture, whose reflection in linguistic structure is pervasive and quite significant" (1999, p. 16). From a communication perspective, language "also acts as means of categorizing cultural experience, thought and behavior for its speakers" (Soler & Jordà, 2007). In the context of dish names, they are personalized, coined by the dish's authors, and represent different factors that affect the naming process, like culture.

According to the global culinary map, the name of the dish also has the function of identifying the location and origin of that dish based on its lingvocultural characteristics. When it comes to pizza, pasta, and cappuccino, for example, their Italian origins are well-known. When one thinks of a croissant cake, they immediately recall France. Recall sushi, ramen, and sashimi, it is clear that the dishes originate from Japan. These exemplify that, in addition to the global culinary cultural interference, the lingvocultural features make the names of these dishes stand out. Dishes are representative of the whole national culture, they are transformed into the language of that country. When they blend into an international culinary culture, they still retain that feature within the language. On the other hand, in the same language, the name of the dish can represent other values or not represent those values. We can immediately detect that culinary trends are also represented indirectly through those names.

Method

The study used the following methods:
Classification: to determine the functions of modern dish nomenclature.
Semantic structure: to identify the ingredients and constituting units of those ingredients within the dish.
Synthetic linguistic and cultural analysis: to determine the linguistic and cultural properties in the names of dishes, how to reflect culture on the language of food names.

Results and discussion:

Nominative formation of modern culinaronyms

1. What can be a component of a culinaronym?

The meaning of the dish name is determined by the structural elements revived from the method of analyzing their semantic structure. The result of this process leads to form components. These components can be interpreted as the main ingredients of the dish,

color, shape, and texture. Andrienne Lehrer (1991) identifies that a culinaronym consists of components such as ingredients, cooking methods, and finished results.

In addition, the element in some culinaronyms is composed of more than just a lexical unit, which among the structure of culinaronyms are also identified as follows:

- Idioms: The use of idioms as component shows the verbal creation in modern culinaronyms. The following idioms can be found in the following culinaronyms: «пальчики оближешь» "snuggle up your fingers" (very delicious), «в добрый путь!» "to a good path" (have a good luck in moving). In some cases, changing some lexemas in an idiom to create a culinaronym may lead to the other pragmatic effects, concluding humor. For instance: «утро вечера здоровее» "morning healthier than evening" (to have meal in the morning is more important than in the evening, or to prioritize breakfast over dinner) (derived from the original idiom «утро вечера мудрее» "It is better to make a difficult decision after a good night's sleep"). The new culinaronym is made by replacing "smarter" to "healthier"; «и мясо, и рыба» "and meat and fish" to have all needed in the ingredients of food (original idiom is «и то и всё» "to have this and to have that").

- Sentence: "'Sweet tooth' will be happy" (this dish is for those who love sweet food), "I'm my mom's pastry chef" (I am such a talented pastry chef that my mom, also a talented pastry chef, comes to me for treats.), "Pie 'while everyone is at home'" (this pie is made for all family members). From the above examples, it is shown that a component can be equivalent to sentence structure. By using predicating structure, the author wants to to convey a message to the reader. Diversifying syntactic genres, in such as using questions and exclamations, help express the author's feelings in naming dishes.

Unlike the lexemas, the remaining units representing the components make up the distinctiveness of modern culinaronyms. Applying different types (lexema, idioms, sentence) diversifies and proves creativity in culinary nomenclature. Despite the fact that in modern culinaronyms it is considered inexplicit to use the components' meanings, the reader can perceive a culinaronyms' meaning when he has cultural knowledge of the language, perceiving the sentences expressed through different grammatical structures.

2. Ways of forming modern culinaronyms

If one considers the components of a word as bricks, used to create different houses, the house here is the culinaronym. The connection of the bricks is seen as a way to create different dish names. Our analysis shows that the following methods are used in naming culinary products.

- Linking: the most common way to create new culinaronyms is to combine their ingredients together. According to Notaker (2017), the name of a dish is created by combining elements in which the name of the ingredient and the way it is prepared are combined. Linguistically, it is possible to combine two nouns together. The combination of components can be explained as follows: the author expresses his culinary purpose or wishes to convey the specificity of the dish (creativity, innovation in cooking). Hence, the connection of components leads to textures in different lengths. Usually there will be at least two or more components connected in one culinaronym.



Figure 1: Linking in one culinaronym

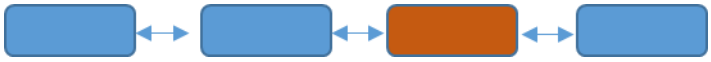


Figure 2: A new component in culinaronym
: standard component
: new component

- Adding new components: Creating components that haven't appeared in culinaronyms before is also one of the new ways in this field. As is known, the standard components found in traditional culinaronyms such as ingredient, color, shape, style of cooking, taste, etc. These familiar components appear almost in the culinaronyms of any nation language. From the etymological espect, Lehrer (1991) finds out basis components, such as ingredients, cooking methods, and finished results, then Markantonatou et al. (2021) emphasis on adding new components, including "parts" and "cuts". Therefore, it can be claimed that in the context of culinary naming new creative components will be added. Currently, new components have added in dish names such as: time, idioms, author's message, (Shaklein & Phan, 2021). For examples: "*christmas* confetti cookies", "*holiday* checkerboard cookies" (in these culinaronyms there are 2 components "christmas" and "holiday" refering to "culinary time"). Over the time the list of components will be widen, since the trend to make new impressive culinaronym still develops.
- Replication: this method is understood to be the acquisition of components within the same field of meaning as a particular element, which is already defined in the context of the name of the dish. For example, the word 'ленивый' (Rus. means lazy) is used in the name of a dish as a time component, specifically to indicate the speed at which the dish is made. After that, the field of meaning is "speed," due to the element 'ленивый' being the main element recognize other elements such as "простой" "экспресс" "быстрый," "на раз, два, три" («салатик простой»/ salad simple, «экспресс-идея»/ express-idea, «быстрый салат»/ fast salad, «ужин на раз, два, три»/ dinner on one, two, three). To be within the component of speed.

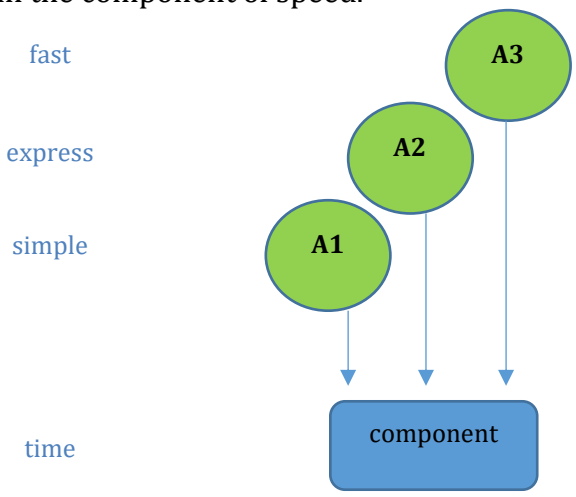


Figure 3: Replication of culinaronyms by widening the semantic field of its components

- Rotating: understood as a metaphorical method, but the feature of this method is the transfer of the name of one component to another. Take, for example, for the dishes «Наполеон»[1] (Napoleon[1]) and «творожный "Наполеон"[2]» (Napoleon[2] from cottage cheese). The first and second dishes are two different types. The first dish is a famous cake in Western Europe called a thousand-layer cake, and the second dish references the shape of the first cake. "Napoleon"[1] is determined as its style, and it rotates to "Napoleon"[2] as its

form. Another example of this can be seen in the culinaronym “chocolate peppermint sandwich cookies.” In this case, there is no “sandwich,” because the lexicon “sandwich” is used as its form, not as an ingredient. As listed in the recipe, two pieces of cookies are linked by jam. Using the characteristics of familiar dishes to create new dishes will influence the naming process and create the phenomenon of "rotation" in the culinary language. From a semantic point of view, it can be seen that the phenomenon of "rotation" is a special semantic phenomenon identified in the name of a dish thanks to the existence of elements in this system.

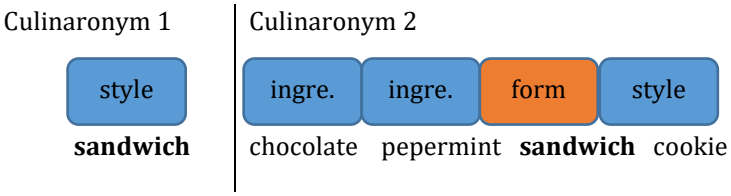


Figure 4: Rotating in culinaronyms

Linguocultural perculities in modern culinaronyms

In order to identify linguistic and cultural features in modern dish names inof the Russian language, an attempt will be made to study modern culinaronyms in detail. Turning to the modern names of dishes, we found a variety of subgroups, each of which contains a certain linguoculturological specificity. In other words, each group of culinaronyms forms the so-called gastronomic trends; the idea of which is fixed in the minds of the Russians.

At the same time, today, the concept of "gastronomic culture" deserves the attention of researchers as a new phenomenon that requires interpretation. Maria Kapkan and Lilya Likhacheva believe that “gastronomic culture is a system that includes three main elements: the culture of cooking (culinary culture), the culture of eating, and reflection on the processes of cooking and consumption. The culture of cooking is represented in the gastronomic culture as a set of principles for the selection of products and their processing. The culture of eating is part of the gastronomic culture in the form of a set of rules of behavior at the table and ideas about how to organize a meal” (Kapkan & Likhacheva, 2008, p. 3).

The theoretical grounds for confirming the connection between food and culture can be seen in the work of Shipilov. “The set of products, methods of their preparation, the specific composition and assortment of dishes, the forms and norms of their daily, seasonal, ritual use, the kitchen and table utensils used in this - all this and many other things are the most interesting source for characterizing the everyday culture of a particular ethnic group, nation and/or class” (Shipilov, 2007, p. 9).

From the above quotes, we can conclude that the named components of the gastronomic area, having cultural values, are closely related to each other. Within the framework of this study, according to modern culinaronyms, certain linguoculturological features of Russian modern culinaronyms can be distinguished. In addition, to designate gastronomic ideas, models set by the language, the concept of a “culinary picture of the world” is used (Dobrenko, 2009), “a gastronomic picture of the world” (Sedykh & Ermakov, 2012, p. 90), which is understood as a “conceptual model of gastronomic preferences and glutonic priorities, reflected in the specifics of the national nomination of food products.”

Based on the analysis of the gastronomic history of Russia, studied by well-known scientists, highlighting the lingvocultural features of Russian culinaronyms today contributes to the improvement of the survey study of gastronomic history in all periods.

Culinary publications contain “gastronomic landmarks new for their time” (Yakhno, 2019: 114). It could be assumed that the study of gastronomic culture leads to the definition of culinary features, changes in the eating behavior of one or another ethnic group, which are partially reflected in the language of this people.

Modern culinaronyms are one of the reactions of the language to the consequences of the acceleration of the pace of modern life. The following culinary names can be cited as an example: «бутерброд “скорик”»/ “sandwich “squiry,”” «ужин на раз, два, три»/ “dinner for one, two, three,” «быстрый салат с креветками»/ “quick salad with shrimp,” «быстрый маринованные баклажаны»/ “quick pickled eggplant,”«рулетики “быстро + просто”»/ “quick + easy rolls,”«Тирамису: быстро и просто»/ “Tiramisu: quickly and simply,” etc. This group also includes those culinary names, the cooking method of which is characterized by simplicity. We are talking about the fact that "simple" dishes require a small amount of ingredients, little cooking skills and little time. There are a number of culinary names of this type: «салатик “простой”»/ “simple salad,” «простейший»/ “simple,”«салат “простушка”»/ “simple salad,” «сама простота»/ “simplicity itself,” «кекс “простыш”»/ “simple cake,” etc.

In these examples, active lexemes (“quickly,” “soon,” “express,” and others) are used to indicate a fast pace in culinary activity, which are used with various word-forming morphemes. The appearance of "high-speed" culinaronyms in Russian vocabulary reflects the tendency to cook quickly, to save time on the cooking process. The relevance of this trend lies in the fact that in many culinary publications there is a description of the preparation of quick meals, and in some magazines a separate section for express meals is structured. At the same time, the comments accompanying such recipes state speed and simplicity as advantages. From this we can conclude that fast food exists in Russian cuisine as a separate direction, which is served by a separate vocabulary, and is a manifestation of new trends in Russian lingvoculture.

The second culinary trend traced in Russian culinaronyms is that food habits and culinary traditions reflect the desire for a healthy lifestyle. In particular, it is observed that many began to monitor their diet, taking care of their health. This is also noted by a number of authors: "People feel the need to buy and eat food responsibly, thinking about their health" (Avvesyan & Voskanyan, 2017, p. 48). To illustrate this trend, the following culinaronyms can be cited: «котлеты фитнес»/ “fitness cutlets,” «треска фитнес»/ “fitness cod,” «печенье фитнес»/ “fitness cookies,” etc. The names of dishes are associated with a relatively new trend in Russia towards vegetarianism and veganism, and new food habits have led to the emergence of such phrases as «вегетарианский бургер»/ “vegetarian burger,” «пицца "Вегетариано"»/ “vegetariano pizza,” «борщ "вегетарианский”»/ “vegetarian borscht.”

There is also a tendency, not only to lead a healthy lifestyle, but also to observe religious rules related to nutrition. This can be seen, for example, by the culinary names «постный суп "Жюльен"»/ “lenten soup Julien,” «монастырские лепешки»/ “monastic cakes,” «курица халяль»/ “halal chicken,” and others. From these examples, it can be seen that, in maintaining a healthy lifestyle, attention is paid to the consumption of meat and other animal products.

It seems that traditional cuisine is an integral part of the culture of every nation. In particular, Russian cuisine, which is represented by a number of typical dishes (pancakes, cabbage soup, borscht, pie, caviar, etc.), is included in the representative list of UNESCO (Pavlovskaya, 2016, p. 13). However, Russian cuisine has undergone many changes. This was due to the processes of globalization, which changed the socio-political system, promoting the exchange of cultural traditions, including gastronomic ones. When

considering the collection of Russian dishes, one can single out both "traces of the past" and new dishes. One can see attempts to fix, remember, restore, and preserve Russian cuisine. An example of these attempts is the popularization of traditional cuisine, the network of fast food restaurants "Teremok."

It is known that the processes of globalization affect almost all countries of the world; the people of our planet share their culinary culture and dietary habits. The result of this is often the weakening, and sometimes the loss, of national cuisine. For a long time, the gastronomic culture of the world was captivated by fast food, but people began to discover, not only its positive aspects, but also negative ones. To limit the use of fast food, Russians began to return to dishes of national origin. According to Anna Pavlovskaya, this trend proceeds as follows: "Today's rather popular trend to restore forgotten traditions, recipes and skills can be attributed to historical Russian cuisine. This is a very promising direction, which is now very popular in many countries of the world. The massive globalization of cuisine in recent years has led to a rise in interest in its national roots. In Russia, this direction has also received a noticeable development in recent years" (2016, pp. 76-77). For example, you can recall the following culinary names: «блинные мешочки»/ "pancake bags," «блинная плетенка»/ "pancake braid," «умные блинчики»/ "smart pancakes," «борщ поновому»/ "borscht in a new way", «вспоминая мамин борщ»/ "remembering mother's borscht," «шаляпинские щи»/ "Chaliapin shchi," etc. The above examples show that there are facts in the language that reflect the trend of a return to traditional cuisine. They serve as the restoration of traditional dishes using new culinary techniques and technologies, playing them on a new level. According to Tkachuk and Polyana, the combination of the usual national selection of ingredients with innovative cooking and serving technologies has recently been observed in modern Russian cuisine (2018). In connection with the preservation of traditional cuisine, the role of traditional dishes can be traced, which, as Kapkan notes, play the role of "a translator of traditional values and at the same time an indicator of sociocultural changes" (2014, p. 83). This trend, which has penetrated the media discourse, is reflected in the names of modern dishes. A feature of this trend is a noticeable change in food, as well as the addition or reduction of ingredients, and the improvement of the method of preparation. With the help of this trend, traditional and modern eating habits are combined, and this is reflected in Russian culinaronyms.

Conclusion

In this study, the relationships between the elements of a word have been shown to create the modern dish name. Modern culinaronyms are connected by these ways: joining, adding, reproducing, and rotating components. That identifies the continuity and creativity in determining culinary product names.

Considering the lingocultural features in modern culinaronyms, it can be assumed that there are three culinary trends: fast food, observance of religious rules and recommendations for a healthy lifestyle, and interest in traditional Russian cuisine. Thus, culinaronyms, in part, verbalize the changes that are currently taking place in the sphere of food consumption.

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