

Development of "Culinary Linguistics" As an Independent Field of Modern Linguistics

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ABSTRACT

This article examines the development of culinary linguistics as an independent field of modern linguistics. It analyzes the works of foreign and domestic researchers dedicated to the formation of this scientific field. The objects of culinary linguistics research, its main areas, and theoretical and methodological foundations are identified. The differences between culinary linguistics and gastronomy are identified and substantiated.

Keywords: Culinary vocabulary, culinary lexicon, marketing, gastronomy, food products, recipes, menus, anthropology.

INTRODUCTION

As we all know, the linguistic analysis of words at the lexical level of a language sometimes leads to the emergence of a separate research area for the field of analysis. One such area is culinary linguistics, where the extensive analysis of units related to food names in linguistics has paved the way for the formation of this area as a separate linguistic field in world linguistics.

MATERIALS AND METHODS

Culinary linguistics is a specialized field that combines elements of linguistics, culinary arts, and culture. It studies the language surrounding food and cooking, including how language influences culinary practices, food culture, and gastronomic

communication [16]. In general, the field focuses on the following analyses:

1. A study of language related to cooking and cuisine.
2. To study how language affects the perception and processing (encoding and decoding) of food-related concepts.
3. Reflection of cultural differences in language within the framework of culinary linguistics.

It should be noted that food concepts, which are part of the vocabulary of the language, are studied not only in this field, but also within the framework of gastronomy, and the difference between them is evident in the integration of the fields of linguistics and cultural studies. Below we will note the differences between these fields:

Table 1. *Main differences between culinary linguistics and gastronomy*

Note	Culinary linguistics	Gastronomy
Learning object	The main object is language. All language units, context, and discourse pragmatics related to food and the process of eating	The main object is culture. The art of cooking, its history, and cultural values.
Which question does it work according to?	What is the relationship between language and food?	How is food prepared and consumed, and what meaning does it have?
Main criteria	Terminology, representation of food concepts using artistic means, their grammatical features, food advertising and marketing discourse, menu discourse	In general, recipes, cooking methods, taste analysis, rituals related to eating, and management techniques.
Main sources of analysis	Lexicon, semantics and discursive analysis. Lexical-semantic properties of food-related units, speech occurrence.	Emotional-cultural approach. Issues of taste, ingredients, food quality and historical origin, in general, social approach.

Sample	Linguistic analysis of units specific to the food preparation process	Analysis of cooking techniques
General conclusion	Linguistic analysis result	Analysis result on the integration of arts and culture

Some sources suggest that gastronomic units should be studied within culinary linguistics. From the above differences, it can be understood that culinary linguistics focuses on the names of concepts related to cooking, while gastronomy focuses on the process of cooking.

The emergence of culinary linguistics as a separate direction occurred in the 21st century, the progression of its development consists of the following periods:

1. **Culinary linguistics influenced by structuralism**, culinary linguistics was analyzed within the framework of anthropology. The view of food concepts as a means of communication began to create the basis for its separate separation.
2. **The independent period** is the period when culinary linguistics became independent from the structure of applied linguistics. The period when the socio-economic and political significance of food concepts was determined and it began to serve as a means of communication. This period corresponds to the beginning of the 21st century.
3. **The modern stage** covers the current state of food linguistics. The stage of studying food-related concepts in the structure of food policy and speech discourse. By this period, separate textbooks, manuals and journals called “Culinary Linguistics”[1] began to be published in world linguistics, and attention was paid to the fact that many studies were carried out within this area.

The development of this field is associated with the names of many linguists. In particular, the manual ‘Culinary Linguistics,’ edited by K. Gerhalt, M. Frobenius, S. Ley, is one of them. This book analyzes the specific features of culinary linguistics from

various points of view: synchronous analysis of food blogs operating on the Internet – lexical, semantic and interactive features of online discourse, historical approach to concepts related to cooking traditions, historical approach to recipe and food discourse in English, comparative analysis of food discourse are topics included in this manual [9; 10]. One of the editors of the manual, K. Gerhalt, puts forward the following ideas regarding the linguistic analysis of food linguistics:

Food is not only a factor that ensures life, but also a means of transmitting information in language. Only humans can give meaning to food consumption, create unique styles for each dish. Only humans have established the process of concluding international agreements, writing shopping lists with small details, and exchanging messages via e-mail. Similarly, food is a factor that expresses national identity within languages, serving to satisfy needs. Culinary linguistics serves as a foundation for social research. [9; 4]

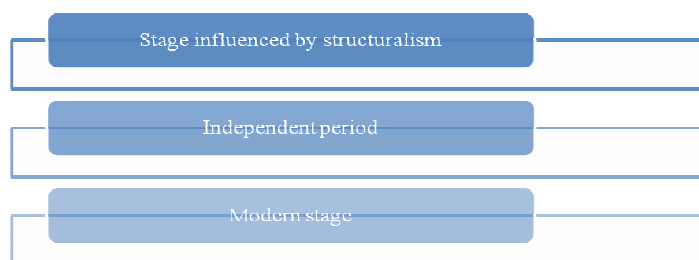


Figure 1. *Development of culinary linguistics*

P. Lamberti, in his study ‘The Rhetoric of Food: Precedents of Food Units in Context,’ gives a cultural assessment of food:

Food is a luxury, a sign of social stratification, and an important cultural opportunity. Regardless of the approach chosen, the study of food as a subject has increased significantly: while the agricultural approach is characterized by the social exclusivity of food, the professional approach notes that it is a craft tool. In popular contexts, concepts related to food are studied not only as a consumer product, but also as a marketing tool. [10: 1-6]

S. Smith, in his study ‘Food Linguistics: How Language Affects Our Experience of Eating?’ analyzes the linguistic properties of metaphor, which is considered one of the artistic means of expression in the emergence of food linguistics: “Metaphors are another powerful tool in food language. Metaphors compare one thing to something that is usually unrelated. For example, when someone says that a sauce is “silky” or a dish is “a symphony of flavors,” they are using metaphors to create a vivid image in your mind. Such comparisons make food-related concepts more interesting and elevate the process of eating from mere eating to a poetic level” [12: 1-4]. Therefore, reflecting food-specific concepts using artistic means of expression serves to give them artistry and elevate them to the level of art. In recent years, a number of major studies on food and eating have been conducted in European literary studies. These studies have led to the emergence of various scientific directions. In particular, (food in literature, folklore and food, food in modern poetry, food in women's literature, food in children's literature, food in literature, artistic depiction of food consumption) the fact that scientific topics and research are being conducted shows how deeply the theme of food and food has penetrated into fiction.

I. Duboiy, in his study ‘The Study of Culinary Language: Culture and Context,’ focuses on the key concepts of culinary linguistics:

1. the accuracy of the prescription;
2. cultural identity;
3. dictionary [16].

According to I. Duboi, the correctness of the language of recipes reflected in the culinary language is the main factor in the correct execution of the cooking process. Also, one of the theories put forward by this author is that the cultural specificity of concepts related to food units and the extensive study of the lexical layer reveal the essence of the analysis of culinary linguistics. In general, although each study conducted within the framework of culinary linguistics approaches concepts related to food in different ways, the point that unites them is food.

Culinary linguistics, which emerged as a subfield of applied linguistics, has emerged as a result of the interdisciplinary integration of various disciplines such as general linguistics, anthropology, sociolinguistics, consumer policy, and globalization, and has become a field that studies the interaction of food and language. Research on the written text branch of culinary linguistics is based on methodological methods that serve to reveal the semiotic and ethnolinguistic properties of units related to food names, using areas such as corpus linguistics, language ideology, written discourse analysis, dialectology, and theoretical lexicography.

RESULT AND DISCUSSION

This new field of linguistics is usually considered a research direction based on the editing of texts containing food names and food name units from various media forms, official documents, and food production enterprises, markets, restaurants, and similar public places. It studies words and expressions (including idioms and metaphors) from an empirical point of view. In addition, this field of linguistics also covers the analysis of spoken discourse. This takes into account verbal communication processes based on food names, interviews, translated texts, linguistic analysis of units related to food names used in the speech of the participants of the process, sociolinguistic features, and similar aspects.

It should also be noted that this branch of linguistics, in addition to studying the units specific to food names in the process of written and oral communication, also refers to body language as a nonverbal tool. For example, if the facial expression of a person who has tasted a dish serves as a nonverbal form, the descriptions given to it are manifested as a verbal tool. All the situations reflected in the process are also considered a specific object of study of culinary linguistics. Otherwise, the semantic features of situations related to the processes of preparing and serving food in restaurants are also studied in this branch of world linguistics (the meaning conveyed by the location of spoons, forks and knives, or the meaning of concepts related to the names of dishes such as “bon appetit.”

“eat well,” “delicious,” “insipid” are also objects directly related to culinary linguistics).

Culinary linguistics is mainly applied to food politics, which arise in the processes of production, distribution, labeling, agency, and consumption. For example, G. Cook, in his study ‘Tasty Conversation: Food, Language, and Democracy,’ tried to reveal the exact nature of this field:

You can buy the same product at a low price in one store or at a high price in another. The main difference between them is in the description. For example, you can buy 400 grams of white bread, which has no description, for £0.75, but you will have to buy the same loaf of bread labeled “White Loaf” for £1.19.

Therefore, the degree to which expressions specific to food names affect their prices is also one of the objects of study in culinary linguistics. One of the researchers in the field, Dan Jurafsky [6: 67-73], analyzing thousands of menus in the United States within the framework of culinary linguistics, noted that it is possible to accurately predict the prices of dishes on the menus by analyzing their classification:

The more expensive the restaurant, the more difficult the words on the menu. Difficult foreign words (“tonnarelli,” “choclo,” “bastilla,” “persillade,” “oyako”) are a hidden signal of the higher educational status of the menu author. And at the same time, expensive menus are shorter and more precise. In contrast, the verbal menus of moderately priced restaurants are filled with words related to the qualitative vocabulary (fresh, rich, soft, crisp, golden, brown), which, although positive, is accompanied by strong ambiguity. The cheapest restaurants, on the other hand, use lexicons such as “delicious,” “tasty.” High-status restaurants want their customers to guess that the food will be fresh, crisp and tasty. Thus, the average The abundance of attributes on pricey menus is considered a kind of overcompensation, a sign of anxiety about one's own status. The menu text of the cheapest restaurants expresses doubt about the taste of the food . [6: 67-73]

In addition to the language of menus, reviews of food (given by customers) are also studied within the framework of culinary

linguistics. Restaurants can be evaluated by reading reviews [6: 67-73]. Its linguistic research is related to the identification of metaphorical and emotional properties of written reviews. Linguistic studies based on food reviews show that there are differences in the descriptions given to delicious and unpalatable dishes. While good reviews express the satisfaction of customers with the restaurant (such reviews are mainly accompanied by lexemes such as “delicious”, “amazing”), bad reviews capture their negative thoughts (such as lexemes such as “terrible”). However, this process also varies within the culture of peoples, which indicates the integration of culinary linguistics with linguoculturology. Whether the reviews are positive or negative, positive reviews tend to focus on the taste of the food, while negative reviews tend to focus on the smell, taste, and appearance of the food.

Studies have also shown that negative reviews tend to use the pronoun “we” [15: 67-73] works in conjunction with sociolinguistics to shed light on the use of artistic means of representation in the process of labeling product names (for example, alliteration, metaphor, hyperbole, rhythmic fragments), what methods are used in the labeling process, what are the specific features of the definitions and descriptions – and similar issues . The reason is that, according to the rules of marketing, the marketing developed by representatives of society for food products should encourage them to buy the products. An incorrectly chosen name and product description will turn the buyer away from purchasing the product. For example, the following marketing words selected for food products are formed by skillfully choosing: “A delicious real juice skillfully prepared from a mixture of pomegranate and other selected fruit juices,” “pure dark chocolate,” “a sense of “taste”, etc. Syntactic means are created through various artistic means, which make the products more popular. Or the use of expressions such as “vegetable chips” for potato chips, “smoothies” instead of milkshakes, and “delicious water” instead of sugary drinks also fall within the scope of food linguistics [7: 17-26].

It should be noted that culinary linguistics also works in conjunction with psycholinguistics. According to research, the

ambiguity of the names chosen for food products has an impact on human mental state and perception, and it has been found that the description given to them on food labels depends on the unconscious assessment of the person. The inclusion of ambiguous product names in the process of labeling food products has contributed to their increased marketability (“low calorie”, “increases bone density” [8: 84-97], etc.).

Based on the above aspects, the research objects and areas of application of culinary linguistics can be summarized as follows:

Table 2. *Research in culinary linguistics objects and areas of application*

Research objects of culinary linguistics	Areas of application of culinary linguistics
Menu language	Language analysis
Comments on the dish	Production
Nonverbal means	Food politics arising from consumption processes
Descriptions given to food products	Distribution, labeling.
Food-related marketing (labels)	Agency

The study of culinary linguistics within linguistics encompasses the following four areas.

The field of terminology of culinary linguistics works on terms related to this area, which are divided into two groups in terms of content:

1. Food names (culinary names): covers aspects such as the history of the origin of food names and the reasons for their naming, as well as the regional differences in the units specific to food names.
2. Ingredient and cooking method terms: This terminology analyzes the terminology related to ingredients and cooking methods used in the food preparation process.

The lexical-semantic features of culinary linguistics focus on the place of concepts related to food names in the language system, their semantic properties, and the assimilation of units specific to food names from other languages. Also, the issues of the

assimilation of food names that have recently entered the language into the lexical layer of the language are studied within this field. The field of translation is also related to culinary linguistics and deals with the translation of concepts related to culinary lexis into other languages in linguistic studies.

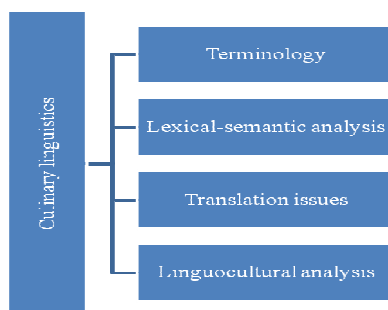


Figure 3. *Fields of study in culinary linguistics*

There are specific concepts in culinary linguistics, which we will describe below:

1. **Culinary lexicon:** all words, concepts and expressions related to the field of cooking. The culinary lexicon is divided into the following groups according to its thematic aspect:
 - a. names of dishes;
 - b. names of utensils and equipment used in cooking;
 - c. names of ingredients;
 - d. Adjectives denoting taste.
2. **Recipe discourse** studies the structure, stylistics, and communicative functions of recipes. Recipes are analyzed as separate texts. The main feature that is emphasized in this process is the syntactic properties of the texts, that is, the fact that recipes consist of short sentences, a sequence of instructions. Morphologically, it assumes that recipe texts consist mainly of imperative sentences, and pragmatically, it assumes that recipes are not only an informative tool, but also a factor that controls the cooking process.

3. **Gastronomic concepts** are culinary terms specific to a particular cuisine or culture. They analyze the cultural characteristics of the cooking process, such as terms specific to high-status professional cuisine or specific to a particular region.
4. **Taste lexicon:** lexical units used to describe taste, flavor, and smell. Taste is a subjective tool, and to express a particular taste in languages, along with units expressing basic tastes (sweet, bitter, salty, sour), metaphorical means are used to express complex taste states.
5. **Food metaphors** are metaphorical devices for expressing abstract concepts, such as food names or cooking methods. Such devices convey a portable meaning, metaphorically transferring food concepts to other devices, for example, units reflecting human characteristics: sweet words, tasteless actions. To express a situation: digesting a sentence, bitter truth.
6. **Food semiotics** is the study of food, the process of consuming it, and the meanings it conveys as cultural communication. For example, the expression that pilaf is the national dish of the Uzbek people is its semiotic sign.
7. **The culinary linguistic landscape** is the written and oral forms of concepts related to food names (restaurant menus, menu language, market signs).

In world linguistics, in Turkology, information on the grammatical and semantic features of words related to the names of dishes can be obtained through some works on the example of a particular language. In particular, in world linguistics, scientists such as I. M. Otarov, L. P. Potapov, A. V. Burdukov, V. K. Bushman, V. D. Vaneyev [11], and in Kyrgyz linguistics, scientists such as A. Japanov, G. Abdurazakova, Kuttubekova, S. Kayipov [3] conducted research on this topic. The source of the names of Tuvan national dishes (products) was reflected in the scientific works of L. A. Potapov [4], S. I. Weinstein [12], M. V. Bavuu-Syuryun [2]. They presented dialectisms along with the literary and normative names of traditional dishes. Ethnographer A. A. Savvin collected more than 40 recipes for dairy dishes

[13], many of whose names have become dialectisms. F.G. Fatkullina notes that the words "bread" (in Russian phraseology) and "honey-butter" (in Bashkir phraseology) are used as symbols of material well-being in the phraseology and aphorisms of different languages [5: 190-197].

CONCLUSIONS

In our opinion, the application of culinary linguistics to Uzbek linguistics is also a promising direction. The reason is that the historical development of the existing food lexicon in our language, the formulation of the issues of their occurrence in the Uzbek language as a separate field, allows us to create new theories in food linguistics. This field creates a unique basis for studying the specific features of food discourse, the language of recipes and menus, and the approach to food as a cultural code.

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