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**GUSTATORY VOCABULARY IN FOOD REVIEWS**

(based on Modern English)

**Bachelor`s thesis**

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## ABSTRACT

*Komasa Y. O.* – Gustatory vocabulary in food reviews (based on Modern English). – Bachelor's degree qualification paper.

This article is devoted to the analysis of gustatory vocabulary in food reviews. The topic is relevant due to the growing popularity of this type of reviews, which provide information about restaurants and dishes, influence consumer preferences and create trends in cooking.

The object of the study is video and text food reviews, and the subject is the study of words and expressions denoting taste sensations, as well as the frequency of their use and the context in which they are mentioned.

The purpose of the present paper is to study lexical items denoting the taste properties of food for a better understanding of gustatory vocabulary, its impact on the consumer and the associations and impressions it evokes.

The research methods used in this article are lexico-semantic analysis, genre analysis and discourse analysis.

On the basis of the results of this study, it is possible to conclude that gustatory vocabulary is rich and diverse. It includes words for taste, smell and texture. According to the research, basic and non-basic words for taste and the frequency of their use in food reviews were identified. Five lexico-semantic groups of gustatory vocabulary were highlighted: temperature, texture, cooking techniques, size and flavour. Three types of taste evaluation were also specified: positive, negative and neutral.

The analysis of the gustatory vocabulary showed that various stylistic devices are often used in food reviews: metaphors, personifications, comparisons and others. They can evoke different types of emotions and significantly affect the perception of food by viewers or readers of reviews, as well as their choice of food or dining establishments in the future.

**Keywords:** semantics, lexico-semantic group, gustatory vocabulary, taste, food reviews.

## АНОТАЦІЯ

*Комаса Ю. О.* – Густативна лексика у оглядах їжі (на матеріалі сучасної англійської мови). – Кваліфікаційна робота освітнього ступеня "бакалавр".

Дослідження присвячене аналізу густативної лексики у оглядах їжі. Актуальність теми зумовлено зростанням популярності оглядів цього типу, які надають інформацію про ресторани та страви, впливають на споживчі вподобання і створюють тренди у кулінарії.

Об'єктом дослідження є відео- та текстові огляди їжі, а предметом є вивчення слів та виразів, що позначають смакові відчуття, а також частота їх використання та контекст, у якому вони вжиті.

Метою роботи є вивчення лексичних одиниць на позначення смакових властивостей їжі для кращого розуміння густативної лексики, її впливу на споживача та асоціацій і вражень, які вона викликає.

Методами дослідження, що були використані в цій статті, є лексико-семантичний аналіз, жанровий аналіз та дискурсивний аналіз.

За підсумками даної роботи можна зробити висновок, що густативна лексика є дуже багатогою та різноманітною. Вона включає в себе слова на позначення смаку, запаху і текстури. У результаті дослідження було виявлено базові та небазові слова на позначення смаку і частоту їх використання у оглядах їжі. Було виокремлено п'ять лексико-семантичних груп густативної лексики: температура, текстура, техніки приготування, розмір та аромат. Також було визначено три типи оцінювання смаку: позитивне, негативне та нейтральне.

Аналіз густативної лексики показав, що у оглядах їжі досить часто використовуються різні стилістичні засоби: метафори, персоніфікації, порівняння тощо. Вони можуть викликати різного типу емоції та значно впливати на сприйняття їжі глядачами або читачами оглядів, а також на їх вибір продуктів або закладів харчування у майбутньому.

**Ключові слова:** семантика, лексико-семантична група, густативна лексика, смак, огляди їжі.

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## INTRODUCTION

In today's world, food culture is gaining in significance and it is becoming not only a source of energy, but also a key component of social life, affecting every aspect of human`s existence. As society develops, not only the act of eating food itself becomes more important, but also its ritual, aesthetics and emotional connection to culinary traditions.

Today, taste is also highly valued by people and millions of them share their culinary experiences every day through a variety of media, from magazines and television programmes to social media, blogs and comments. These reviews don't just describe dishes, they create and shape the taste canon of society, defining what is considered delicious, fashionable, prestigious or vice versa. Food reviews are becoming not only a source of information, but also an essential factor in shaping people`s culinary preferences, the choice of products or restaurants to visit and attitudes towards food in general.

Every word used in reviews, especially in describing taste experiences, has meaning – it can create an atmosphere of delight, pleasure, emotionlessness, or even disgust. So, the vocabulary which is used by people in food reviews is of great importance in conveying the sensory aspects of different types of food and their impressions.

**The relevance** of the topic of this research lies in the fact that as food reviews become increasingly popular among food lovers and gastronomy professionals, they not only provide information about restaurants and dishes, but also, influence consumer preferences, thereby shaping trends in the culinary field. Also, with the development of modern technology, food reviews in a particular manner connect chefs and consumers, offering valuable feedback that can improve the restaurant experience and culinary creativity. Understanding how gustatory vocabulary is used in food reviews will help to uncover and analyse the cultural and social aspects of food perception and evaluation.

**The aim** of this research is to explore and analyse lexical items representing taste characteristics, to study the functions of gustatory vocabulary in food reviews and their pragmatic potential. The study intends to better understand what words and expressions are used to describe taste sensations and what associations they evoke in consumers.

**The tasks** of this research are:

- to study the semantic aspects of gustatory vocabulary;
- to explore the concepts of Sensory Linguistics;
- to study the genre of food reviews;
- to identify and classify the most common gustatory words and expressions used in food reviews;
- to analyze gustatory vocabulary in food reviews;
- to investigate the impact of gustatory vocabulary on the perception and evaluation of food.

**The object** of this research is a wide range of food reviews, including text and video reviews.

**The subject** of this research is the study of words and expressions for describing taste sensations used in food reviews. This includes identifying the most frequently used gustatory words and phrases, as well as analyzing the context in which these terms are used.

**The methods** of this research are:

- lexico-semantic analysis;
- genre analysis;
- discourse analysis.

**Research material.** This scientific research was carried out on the basis of educational manuals, periodicals, Internet-sources and dictionaries. During the work, more than 700 pages from different sources were analyzed. Also, to perform the analysis of gustatory vocabulary, more than 300 video materials and Internet pages that incorporate food reviews were reviewed.

**The structure.** The paper consists of the Introduction, two Chapters, Conclusions, the List of literature and Internet resources. The list of used resources consists of 133 items. The total number of pages is 59 pages, the text is 40-page-long.

# CHAPTER 1

## THEORETICAL FOUNDATIONS OF THE RESEARCH

This chapter outlines the main theoretical foundations of such linguistic concepts as semantics, lexico-semantic field, lexico-semantic and thematic groups. Also, the concept of Sensory Linguistics is examined, the main 5 human senses are outlined, with special attention paid to the sense of taste and the definition of gustatory vocabulary. In addition, the genre of food reviews, its history, forms and purposes are studied, and such concepts as food writing and Culinary Linguistics are reviewed.

### **1.1. Semantics as a branch of Linguistics**

The modern world is changing rapidly and the language is constantly changing along with it under the influence of various factors, such as globalisation, technological progress, socio-cultural changes, etc. New words appear in speech and old ones disappear. The meanings of certain words change along with the language.

Many scholars believe that semantics is a science that studies meaning [17, p. 1; 3, p. 182; 21, p. 3]. In most well-known dictionaries, this term has the same definition [54, 51, 11]. There is also a statement that semantics is "the study of linguistic meaning" [46]. Since meaning is a part of language, semantics is a part of linguistics [26, p. 1].

However, there are still discussions about the correctness of the definition of semantics, as there is no clear opinion on the notion of "meaning". This issue is caused by the complexity of the structure of a linguistic sign, which contains at least four types of information: about a certain fragment of the real world; about the form in which this fragment is reflected in the human mind; about the conditions under which this sign should be used and about how it is related to other units of the language system.

That is why there is also an opinion that semantics is a branch of linguistics that studies not the meaning but the content of language units and linguistic formations built from these units.

There is also a more general statement that semantics is the study of the meaning of words, phrases and sentences [20, p. 2].

The Ukrainian linguist M. Kochergan gives several definitions of this term, and among them is the idea that semantics is all the content, information conveyed by a language or some of its units (morpheme, word, phrase, sentence). He also mentions that "semantics" is now understood as a branch of linguistics that studies this content, information [3, p.182].

It is necessary to distinguish between semantics and semiotics. Both terms are very similar, but the main difference between them is that semiotics does not study language units, but signs and symbols and their use [31, p.12].

Semantic problems have been discussed in philosophical thought for a long time, but this was outside the context of the actual development of linguistic disciplines. As far back as ancient Greece, Plato was thinking about the relationship between names and things.

The term "semantics" is derived from various forms of the Greek verb "*sēmainō*" ("to mean" or "to denote"). In the nineteenth century, namely in 1897, the French philologist M. Bréal first used this term in his work "Essai de sémantique: (science des significations)" [10, p. 9]. It was during this period that the comparative-historical method was introduced in linguistics, as a result of which the meaning of words was considered primarily in terms of their historical evolution.

In the first period of its existence, semantics was mainly a historical (diachronic) discipline, and only at the end of the nineteenth century, in particular thanks to the works of F. de Saussure, synchronic linguistics began to develop intensively alongside diachronic linguistics, as a result of which the scientific basis for the creation of structural semantics was laid down by the joint efforts of scientists. In addition, the semantic aspect of grammatical categories was developed, and the study of the relationship between lexical and grammatical meaning began.

Semantics has several branches. One of the most important is lexical semantics. It is also called "semasiology". It studies the meaning of a word and explores the semantic aspects of individual words and the lexicon as a whole [3, p.182]. Analysing this point, M. Bakhtin states that the meaning of a word can change depending on the context in which the word is used [1, p. 156].

The term "semasiology" comes from the Greek words "*sēmasia*", which means "sign", and "*logos*", which means "story". It was first used by the German philosopher and linguist H. Reisig in 1825 during one of his lectures [25, p. 73]. The scientist believed that semasiology would properly show the development of word meanings in a logical and historical sense [41].

Another branch of semantics is formal semantics, which studies and shows the influence of mathematics and logic on meaning. The key task of this type of semantics is to show that words refer to individual objects or groups of objects, while sentences refer to events and states. The most famous scientist in the history of semantics is the American mathematician and philosopher R. Montague. His works on this topic date back to the late 1960s and early 1970s [27], and they helped formal semantics to emerge and become one of the main areas of research [44]. A subfield of this type of semantics is dynamic semantics. It focuses on how information changes over time.

There is also phraseological semantics. It studies the meaning of a sentence rather than a word, namely, how the meaning of complex expressions emerges from the combination of their parts.

Other areas of semantics include structural semantics, which studies the systemic relationships of linguistic meanings, lexical and semantic paradigms, and types of semantic fields; interpretive semantics, which describes the rules of the language system that a speaker knows; and generative semantics, which aims to emphasise the interaction between semantics and syntax; conceptual semantics, which characterises the conceptual elements by which a person understands words and sentences, that is, an explanatory semantic representation; communicative semantics, which studies speech processes in which specific meanings of statements are generated from

linguistic and non-linguistic meanings; psycholinguistic semantics, which studies the relationship between language, thinking and consciousness, and others [19].

For further study, it is worth investigating the phenomenon of the lexico-semantic field. It is one of the most common concepts in modern semantics.

This concept was first introduced by the German linguist J. Trier. He defined the lexico-semantic field as a closely related section of the dictionary containing elements that cover the entire field of meaning and divide it into subsections [12, p. 31].

There is also a definition that the lexico-semantic field is a set of lexical units that are united by a common semantic component, are in paradigmatic relations and nominate phenomena according to conceptual, subject or functional properties [2, p. 16]. According to this definition, this field unites lexical items on the basis of semantic criteria and has a paradigmatic structure - from broader to narrower groupings of lexical items.

A. Lehrer defines a lexico-semantic field as a set of lexemes that cover a certain conceptual area and stand in certain specified relations to each other [22].

In other words, it is a set of words or lexemes that are related in meaning. It can also be called a field of words, a field of meaning, or a semantic system [36].

A lexico-semantic field is a complex structure with a core and a periphery. However, elements of one field can be included in the other. The units of the lexico-semantic field are lexico-semantic groups, each of which is divided into classes and subclasses.

In order to understand the definition of a lexico-semantic group, we should first consider the term "seme". A seme is the smallest unit of meaning defined by semantic analysis [57].

Therefore, a lexico-semantic group is a set of words that belong to the same part of speech and can be united on the basis of one word, a common seme in other words with this word; on the basis of a common lexico-semantic concept expressed by all words; on the basis of the feature underlying the name; lexical associations with homogeneous, comparable meanings [34; 30].

In the initial studies and analyses of lexico-semantic groups, nouns and verbs were the first to be studied, and in the late 1970s and early 1980s, scientists began to study lexico-semantic groups of adjectives.

Within the lexico-semantic field, a lexico-semantic group is quite clearly outlined, but sometimes they can overlap.

The smallest structural and semantic unit of the lexico-semantic system of a language is a word (lexeme). It is a structural element of the lexico-semantic field and lexico-semantic group. One and the same word can simultaneously be a part of several lexico-semantic groups, this applies to polysemous words.

In addition to the lexico-semantic group, there is also a thematic group. A thematic group is a set of words that may be different parts of speech, but are thematically related [40] or united by a common segment of reality [4, p. 129].

## **1.2. Sensory Linguistics**

In linguistics of the recent decades, there has been an emergence of such a field as Sensory Linguistics. But researchers began to think about the relationship between language and perception a long time ago. Closer to our time, scientists have studied how often people talk about specific sensory perceptions [28, p.31-60], how many words exist to express the perception of certain things [38, p. 123-162] and other issues. Speaking about modern research in this area, linguists are interested in the ways in which people perceive the surrounding reality, the peculiarities of reflection in the human mind of objects and phenomena that act at a certain moment on the organs of perception [5; 4].

There are several definitions of the concept of Sensory Linguistics. Linguist B. Winter defines it as the study of how language is related to feelings [49, p. 1].

There is also a definition that it is a field that aims to study the codification of sensory perception in language, the ease and difficulty with which different types of

perception can be articulated, and the differences that these processes present in languages [24, p. 6].

Another statement is that Sensory Linguistics is a branch of linguistics that studies the system of linguistic representations of physiological indicators of the five senses.

Since people live in a world of perception, all human achievements, development and survival depend on how they interact with the world. It is the senses that help people to perform this interaction. It is important to understand what sense is. A sense is a way in which the body perceives an external stimulus. In other words, we can define this term as the ways in which our body allows us to experience the world around us [37].

The senses are sight, hearing, taste, smell and touch. Sometimes they are also called the "Aristotelian" senses [8; 32].

They can be classified in different ways. For example, the senses can be divided depending on how the stimulus occurs. Thus, they are divided into:

- contact – when the interaction occurs in direct contact with the stimulus (gustatory and tactile senses);
- distant – when the stimulus is at a certain distance (visual, auditory and olfactory senses) [7, p. 234].

There is also a classification by the type of energy involved. In this case, there are three types of senses:

- with molecular energy involved (gustatory and olfactory senses);
- involving mechanical energy (tactile and auditory senses);
- with the use of light energy (visual sense) [49, p. 12].

Each of the senses plays an important role in human life, and the information received through them constitutes our knowledge of everything around us. Therefore, the language has all the tools necessary to describe sensory perception. The American psychologist G. A. Miller and the philosopher P. N. Johnson-Laird claim that associations of word perception are fundamental to language [23, p. 3]. It is also

believed that words exist because they are the "channels" that connect us with the reality of the outside world.

Let us consider each type of perception in more detail. Almost 90% of all information about the world is received through vision, so vision is the main source of information. Visual sensations include the sensations of light and colour. Sight has always been considered a "noble" sense and associated with spiritual enlightenment and intellectual education [16, p. 1]. It is also considered the least subjective of all the senses and the most suitable perceptual modality for scientific research [15, p. 6].

If we consider the hierarchy of sensory systems in terms of the amount of information received, the second place is taken by hearing [6, p. 182]. Auditory sensations provide knowledge about sounds that differ in pitch, volume and timbre [24, p. 65]. Along with vision, hearing is also associated with intelligence, and for many centuries, the ability to hear has been considered an indicator of reasoning ability. In the West, both sight and hearing are considered to be the most valuable senses [16, p. 2-3].

The sense of smell provides a feeling and distinction of odorous substances. The most common classification is to distinguish four main smells: fragrant, sour, burning and putrid [7, p. 64]. Like colour and sound, smell cannot exist on its own, separately from its carrier, and quite often people use "smell references" to refer to it, for example, "the smell of the sea", "the smell of paint", etc. Also, in speech, the sense of smell is often used not only literally but also symbolically, for example, in the expression "I smell trouble", it is not about the smell of trouble, but about its premonition.

Touch is a type of human perception in which tactile sensations arising from the action of mechanical stimuli on the skin surface play a key role in forming an image of an object. They reflect the objective properties of objects: hardness, softness, dryness, humidity, roughness, surface evenness, etc. [7, p. 66].

The last and most important type of perception in this paper is taste. There are several definitions of "taste" in dictionaries. The first definition is that it is a sensation that occurs when taste receptors in the tongue and throat transmit information about the chemical composition of a stimulus [58].

A simpler definition is that taste is a distinctive sensation derived from a substance in the oral cavity, usually caused by taste stimulation in combination with touch and smell [55].

This sensation is very significant for humans, as people need to eat to live. Aristotle identified 2 basic tastes: sweet and bitter. Since the 20th century, taste sensations have been divided into 4 types: bitter, sour, sweet and salty. There is also a 5th type of taste - savoury [47]. It was given the name "umami" [48]. Other tastes result from the mixing of basic tastes [7, p. 65]. V. von Hoffmann notes that the sense of taste is too subjective to allow for generalisations. She also argues that this feeling is so instantaneous that it precedes thought and speech [14, p. 14].

To define taste in speech, there is such a term as "gustatory vocabulary". The term "gustatory" comes from the Latin word "*gustare*", which means "to taste" [53]. The word "gustatory" itself means "related to or associated with food or the sense of taste" [53; 50; 52; 56].

Therefore, gustatory vocabulary is a set of terms and expressions used to describe the taste sensations and qualities of food. It is important for the perception and communication of food, as it allows to accurately express the sensations and emotions associated with taste.

### **1.3. The genre of food reviews**

At different times, long before the emergence of the Internet, people were interested in responses to certain things, and reviews in various formats have always been used as a tool in the exchange of opinions, experiences and information. It helped to form an idea about something or someone.

At first, people shared their opinions orally. Later, with the spread of printing, it became possible to publish reviews of books, theatre performances, products, etc. in magazines and newspapers. Today, the Internet has become perhaps the most important platform for discussion and evaluation.

As mentioned above, food plays an important role in life. And almost everyone wants to eat good quality and tasty food. Food reviews have become not only a source of information for gourmets, but also an important part of gastronomic culture. People share their impressions of food and restaurants, and for this purpose, the profession of food critic has emerged. His or her main task is to taste, analyse and evaluate food or a restaurant, and then publish the results of their research.

According to historians, the first food critic and the founder of this profession and food reviews in general was the Frenchman Alexandre Balthasar Laurent Grimod de la Reynière. He is called one of the founding fathers of modern gastronomic discourse [33, p. 152]. In 1803, his "L'Almanach des Gourmands" ("The Almanac of Gourmets") was first published, in which readers could find a list of all restaurants in Paris, tips on table manners and descriptions of the best dishes, according to Grimod de la Reynière.

Speaking about the history of food reviews even before the publication of the Almanac, it is important to note that the modern restaurant began to develop in France in the late 17th and early 18th centuries. At that time, food was considered not only a part of life but also a status symbol [35].

Later, visiting restaurants became more affordable for the French and 2 types of food reviews appeared:

- "men of letters" (food critics);
- a review in the form of a guidebook.

"Men of letters" published their impressions in magazines and newspapers, where they used stylistic techniques that served to better understanding the author's thoughts, and with each review, they "acquainted" the reader with the critic more and more.

In turn, the guidebook contained the experience of many food critics. They were sophisticated and often anonymous visitors who had their own agreed-upon rating system and all strictly adhered to it. A great example of a guide is the Michelin Guide, which was first published in 1900 [45].

A new type of food review emerged in America at that time. Food critics no longer used the literary method of writing reviews - instead, they expressed their opinions clearly and directly. All visits to restaurants were anonymous and repeated to conduct accurate research. This type of review became very influential. They were popular and could easily harm restaurants by ruining their reputation [9].

With the advent of the Internet, food reviews have taken on many different forms. These include articles, videos, blogs, advertisements, various platforms and even just comments. Today, everyone can be considered a critic, as people have started to publish their opinions on the Internet. At the same time, the profession of food critic has not disappeared and they are considered to be more objective and unbiased evaluators.

One of the most well-known and respected critics in this field was the American Jonathan Gold. He put a lot of effort into the development of food writing and received many awards, being the first to win the Pulitzer Prize.

Food writing, or gastronomic writing, is not only about food but also about drinks. It is a part of the Culinary Linguistic Discourse and focuses on how morphological, semantic and syntactic attributes denote the meaning of food [29]. Linguist C. Gerhardt divides this writing into the following types: recipe books, restaurant menus, and food labelling [13, p. 39-40]. However, food writing is also about food impressions. Therefore, it also includes food reviews by various chefs, critics, journalists, and ordinary people, which describe the taste, smell, and feeling of food to the touch. In general, we can define food writing as writing about food [43].

This type of writing is part of Culinary Linguistics, so it is essential to understand this term as well. There are several statements to define it.

To begin with, the term "culinary" comes from the Latin words "*culīnārius*", which means "something related to cooking", and "*culīna*", which means "kitchen" [39, p. 1-4].

Therefore, according to J. P. Jabonillo, Culinary Linguistics is the study of language in culinary traditions or eating habits through a linguistic paradigm [18, p. 18].

Wikipedia defines Culinary Linguistics as "a branch of applied linguistics that studies food and language in various interdisciplinary fields such as linguistics, anthropology, sociolinguistics, consumer policy, and globalisation" [42].

C. Gerhardt argues that this type of linguistics is the study of food and food-related research from a linguistic point of view [13].

## **Conclusions to Chapter 1**

In summary, semantics, as a branch of linguistics, studies the meaning of linguistic units in the context of different scientific approaches. Differences in the interpretation of the concept of "meaning" reflect the diversity of approaches to semantic research. Semantics is not limited to the study of lexical items, but also covers phraseological constructions, structural relations and the influence of mathematics and logic on the meaning of linguistic expressions. Various areas of semantics, including lexical, formal, phraseological, structural, interpretive, generative, conceptual, communicative, psycholinguistic semantics and others, demonstrate the wide range of research in this field. One of the key concepts that emerges in the context of semantics is the lexico-semantic field. It is a complex structure that unites lexical items according to semantic criteria. Within the lexico-semantic field, there are lexico-semantic groups, which are a set of words that share a common meaning and relationships.

Sensory Linguistics is an important branch of modern linguistics that explores the relationship between language and perception. Research in this area manifests itself in various aspects, including the analysis of the codification of sensory perception in language and the study of different types of perception. The 5 senses (sight, hearing, smell, taste and touch) are key to perceiving the world around us, and language is the main tool for describing this perception. Taste, as a type of perception, plays an important role in human life, as without it, it is impossible to provide a vital necessity - nutrition. Taste sensations are divided into 5 types: bitter, sour, sweet, salty and savoury, which arise from the interaction of taste receptors with different chemical

compounds. The term "gustatory vocabulary" refers to the set of words and expressions used to describe the taste sensations and qualities of food. This vocabulary is key to the perception and communication of nutrition, as it allows us to accurately convey the sensations and emotions associated with taste.

Since ancient times, people have shared their experiences of various aspects of life, including food. Historically, food reviews began as an oral tradition and, with the development of printing, became part of newspapers, magazines and books. With the emergence of the Internet, the process has become even more accessible and diverse, encompassing various formats from articles to videos and blogs. The profession of food critic has become an important element of gastronomic culture, and their reviews influence the perception and reputation of restaurants. Before the advent of the Internet, this type of literary genre existed in various forms, such as "men of letters" and guidebooks. Later, a style of writing called food writing, or gastronomic writing, developed, which focuses on the perception and description of food. It is a part of Culinary Linguistics, a branch of applied linguistics that studies language in the context of culinary traditions and food customs.

## CHAPTER 2

### TASTE WORDS IN FOOD REVIEWS

This chapter takes a closer look at the use of gustatory vocabulary in food reviews. Basic and non-basic taste words and the frequency of their use are investigated, lexico-semantic groups of gustatory words are identified, and the pragmatic aspects of gustatory vocabulary in food reviews and how it affects the perception of the degustated food by viewers or readers of reviews are studied. All the findings of the research are supported by examples from different video materials and Internet pages.

#### **2.1. Basic and non-basic taste words in food reviews**

In the process of speech representation of perceptual impressions of tasted food and products, food reviewers describe taste by talking about certain properties of the tasted food. Taste words can be divided into basic and non-basic words.

Let us recall that there are 5 basic types of taste sensations: bitter, sour, sweet, salty and umami (savoury). These adjectives can be called basic words for taste, because all of these sensations are familiar to people and, when hearing a word, it is possible to easily understand what kind of taste is being referred to. But not all of these adjectives are often used to describe the taste of food.

The word "bitter", which is more of a negative taste, is the least commonly used. It is characterised by an unpleasant, pungent flavour and is often associated with certain plants, herbs, or foods, During the study, we found only a few cases of its use. Examples of some of them:

- *Jongga Vegan Kimchi tasted bitter and salty* [104].
- *The bile is so bitter* [66].

It is also very rare to come across the word "sour". This sensation is caused by the presence of acids in food and is not typical for most dishes, but is more common to fruits, vegetables and sweets.

- *It [candy] is just so sour [101].*

The word "salty" is more common than the above two adjectives. It is often used in a negative way:

- *The sauce is a little too salty [119].*
- *The bread is a little bit salty [119].*

But it can also be used to positively evaluate food, emphasising that there is salt, but it is perfectly balanced:

- *The mid [of the burger] is not too salty [103].*

The unusual "umami", which means meaty deliciousness that deepens flavour, is not used very often in food reviews, according to our observations. Instead, people describe this taste with the more familiar word "savoury".

- *It [egg roll] is very umami [63].*
- *... it [candy] is a little more savoury [80].*
- *This is the perfect balance between savoury and sweet [79].*

The last and most common word in this group of words to describe taste is "sweet". It indicates a pleasant taste associated with sweetness and sugar. It is used in almost every review of sweets, but it is also not uncommon to find it when describing meat, sauces, various snacks, etc.

- *The strawberry meringue was super crunchy and crumbly and also so sweet [89].*
- *... sweet barbeque Doritos [106].*
- *It [cookie] is super sweet [115].*

One of the main basic words for taste is the actual word "taste". However, it is very rarely used.

- *Vegan ice cream had it like off taste [90].*

"Taste" is used more often as a predicate than as a subject. Examples of such usage:

- *Bitter melon doesn't taste the best* [60].
- *It [tofu] tastes salty* [87].

The word "taste" has two synonyms: "flavour" and "savour". The most commonly used synonym is "flavour". It can describe not only the taste characteristics of a particular product, but also its fragrance and the overall impression of consumption.

- *The broth almost had like a chili flavour* [99].
- *There's flavour there, it's refreshing* [78].
- *The spices add so much flavour* [87].

"Flavour" is also often used in combination with words that describe sources of flavour. Since it is not always possible to find the right word to describe a product, reviewers use this method and select a product that tastes similar.

- *It [sauce] had that addictive nuts peanut flavour* [87].
- *The broth almost had like a chili flavour* [99].
- *They [macarons] were strawberry flavoured* [86].

Adjectives such as "tasty" and "delicious" are not very common in food reviews, but they do occur, and "delicious" is more frequently used. These adjectives indicate that the food tastes good, but food reviewers often choose more precise descriptive words.

- *It's one of the most delicious donuts I've ever had* [76].
- *The drinks are insanely delicious* [100].
- *It [spring roll] is crispy and tasty* [62].

Adjective derivatives are also found in food reviews, but rarely. However, their presence proves that these tastes are well recognised and important as well. A few pairs of examples:

- *That [fungi] is spicy [77].*
- *I feel the aromatic spiciness of the chicken with the peppery pasta [98].*
- *It`s [cookie] super sweet [115].*
- *Fries were so crispy and fresh with that hint of sweetness [97].*
- *The strawberry meringue was super crunchy... [89].*
- *The added crunch goes so well with a tuna [84].*
- *It [burger] is savoury, buttery and salty [79].*
- *You`ve got the savouriness from all that pork [79].*

Food reviewers often describe a product with the words "fresh" and "refreshing", meaning that the product is not spoiled or that it tastes cool and enlightening. "Refreshing" is usually used with cold dishes and foods, while "fresh" can be used with all types of food.

- *I like it [taco], `cause it`s light and refreshing [110].*
- *Acai bowl was so sweet and really refreshing [90].*
- *Fries were so crispy and fresh with that hint of sweetness [97].*
- *It [sesame dressing] was so fresh! [84]*

To indicate the large number of strong spices, food reviews contain "spicy" and sometimes "hot". Because "hot" can also refer to the temperature of the food, it is important to distinguish between the meanings of the word in context.

- *They [Scotch eggs] came with spicy bourbon honey [92].*
- *It [chicken] is really hot [119].*

To denote the more pleasant taste of spices or herbs, food reviewers use "well-seasoned" and "herby".

- *They [Doritos] are very well-seasoned [106].*
- *Herby, really robust sauce [83].*

Also, to express the intensity of flavour and balance in seasonings, the adjective "rich" is used in food reviews. It helps to describe a satisfying and indulgent culinary experience.

- *The brownies were so rich [89].*
- *It [sauce] was so rich [83].*

In contrast, it is possible to use the word "poor" in a figurative sense to say that the food has no flavour, i.e. it has not enough salt, spices, etc. and does not taste good at all. But it is rarely used in food reviews and is often replaced by other phrases. For example:

- *It [modeling chocolate] tastes like nothing [85].*
- *The icing tasted kinda cheap [85].*
- *I think the burger actually lacks a lot of the flavour profiles [79].*
- *It [Bahn mi] was kind of dry and flavourless [88].*

Quite often, when describing food, we can come across the word "light". When a dish is characterised in this way, it means that it is delicate, refreshing, low in calories and fat.

- *The batter was so nice and light [111].*
- *It [sauce] was so light [82].*
- *The crepe is so crispy and light [95].*

Frequently, "light" is used in combination with "healthy", as it usually denotes natural foods, such as vegetables and fruits.

- *This one [taco] is very healthy. ... I like it, `cause it`s light and refreshing [110].*

The antonym "heavy" is also used frequently. Food can be heavy when it makes someone feel weighty or overly full after eating it. This can be caused by the high amount of fat, carbohydrates or protein in a dish, as well as the presence of heavy ingredients such as meat, cheese or cereals.

- *This one`s [taco] really heavy [110].*

To describe taste, aroma or texture, food reviewers sometimes use adjectives derived from nouns that are names of specific foods. For example:

- *The cheesiest and most indulgent thing [pizza] I`ve had in a long time [99].*

- *I really like the meaty flavour [64].*
- *It [bread] is so eggy [79].*
- *Ice cream was butterscotchy [85].*
- *The frosting is not too minty [121].*

When discussing texture, which is also important in describing food, reviewers use vocabulary to refer to a variety of aspects such as consistency, structure, the presence or absence of breaking, slipping or disintegrating in the mouth, and the impression it leaves after swallowing.

- *The bacon was so crispy and smoky [92].*
- *The strawberry meringue was super crunchy and crumbly [89].*
- *The brisket was so tender [90].*
- *It [cookie] had a perfect soft chewy texture [81].*
- *The shrimp is so plump and juicy [113].*
- *The croissant is so flaky [96].*

The description of texture is objective, as it is not influenced by personal preferences. Impressions after swallowing can be both subjective and objective, but still provide even more detailed information about the product itself.

## **2.2. Lexico-semantic analysis of gustatory vocabulary in food reviews**

After reviewing and analysing more than three hundred video reviews and textual reviews of food, we have discovered that gustatory vocabulary, except basic and non-basic taste words, can be divided into five lexico-semantic groups: temperature, texture, cooking techniques, size and flavour. Let us look at each of them in more details:

### **1. Temperature**

The words belonging to this lexico-semantic group may seem basic in describing food, but in reality, reviewers are more likely to focus on taste than temperature.

However, it is also an important aspect. Depending on the product and how it should be at the temperature, these descriptors can be defined as positive or negative.

- *This [chicken] is not good. It`s just cold!* [70]
- *You don`t need to justify cold soup, it`s just great content!* [59]

In the two examples above, we can see how the same word "cold" plays very opposite roles in the process of referring to the temperature of food. The first sentence is negatively coloured, while the second is positively coloured.

The antonym for "cold", "hot", can also be used both positively and negatively to describe temperature. But as we found out, it can also mean "spicy" depending on the context.

- *It [chicken] is really hot* [119].

## 2. Texture

The vocabulary for explaining texture is extremely rich and plays an important role in conveying characteristics and the taste and sensory experience of eating food. During the research, we identified the following words from this group: "chewy", "flaky", "tender", "creamy", "crunchy", "moist", "crispy", "gooey", "juicy", "squishy", "fluffy", "crumbly", "doughy", "plump", "melty". Here are some examples of how some of them are used:

- *It is so warm and gooey inside* [79].
- *The beetroot is really crunchy* [93].
- *It [pizza] is stiff* [72].
- *It [cookie] had perfect soft chewy texture* [81].

It was also found that certain words, such as "dry" and "greasy", which actually describe texture, are used to refer to taste in a metaphorical sense. For example:

- *It [Bahn mi] was kind of dry and flavourless* [88].
- *The pizza is greasy* [116].

## 3. Cooking techniques

When describing how food was produced, reviewers rely on people's knowledge of cooking and the taste of food prepared in a certain way. Descriptors of cooking

techniques can be divided into positive and negative. Among the positive ones, we found the following: "boiled", "grilled", "torched", "baked", "pickled", "fried", "marinated", "roasted". However, depending on the taster's preferences, the perception of certain techniques may be different.

- *The egg was marinated in this sauce* [81].
- *The batter was so nice and light and this is fried perfectly* [111].
- *This is pickled cabbage* [66].

The following ones are negative: "overcooked", "premade", "frozen", "unfrozen", "reheated", "overfried". Examples of their use in food reviews:

- *It [pizza] is overcooked* [109].
- *The egg-rolls were premade* [70].
- *It [meat] is intensely overfried* [67].
- *That was probably the old frozen unfrozen reheated refrozen shrimp I've ever had in my life* [70].

In the last example, we see the word "old" used to describe food. It is also used in a negative sense and means "not fresh". Knowing the taste and texture of stale food, we can partially attribute the word "old" to this lexico-semantic group.

#### 4. Size

Size can indeed be an important aspect of describing food, especially when discussing portion sizes, ingredients, or overall presentation. The size also affects the tasting process. During the investigation, we found that reviewers taste smaller portions of food more slowly, paying more attention to the taste sensations. While large portions are often eaten quite quickly. However, speaking specifically about size descriptors, they are not very common in food reviews. Despite the fact that the vocabulary for size is very rich and includes words such as "large", "huge", "big", "tiny", "small" and others, reviewers usually use "big" and "small" and their degrees of comparison. Examples are:

- *This is the biggest pizza you've ever seen* [65].
- *The portions look very small* [74].

Depending on the type of dish and the author's preferences, size descriptions can be perceived differently. Some dishes are meant to be small, while others are meant to be surprising or disappointing in their size.

When describing certain elements of dishes, reviewers also pay attention to their thickness.

- *It [pastrami] is very thinly sliced [69].*
- *The chicken was pretty tender and like thick [94].*

## 5. Flavour

Smell is one of the main components of sensory experience. Therefore, like taste, it plays an important role in the perception of the taste of food. Smell can also influence the emotional perception of food by evoking associations, impressions or memories of certain flavours.

When analysing food reviews, we found that in terms of taste words, reviewers almost always describe the smell as "delicious". But much more often, they provide a subjective assessment, describing the smell as pleasant or unpleasant in terms of their personal preferences.

- *It [chicken] smells delicious [117].*
- *The smells coming off here are amazing! [108]*

The subjective assessment highlights the individual variability in the perception of flavours and their significant impact on the overall food experience.

### 2.3. Pragmatic aspects of gustatory vocabulary in food reviews

Language is not only an instrument of culture, but also an instrument of emotions and thoughts that merge in the process of activity. Every linguistic personality, regardless of cultural differences, experiences the same basic emotions, and this brings people of different cultures closer together.

When considering food reviews in both written and video form, we can distinguish between the subject (reviewer) and the object (viewer or reader) of the communication process. Given that each of the participants of the communication has some individual characteristics, the lexemes used by the subjects of video reviews to describe perceptual impressions also contain a pragmatic component that affects both the specifics of functioning and the choice of lexical items.

When tasting food in various reviews, reviewers describe the taste in general, subjectively assessing it as pleasant or unpleasant, or they specify their own perceptual impressions by analysing the objective taste properties of the tasting objects.

It is possible to distinguish three types of such assessment: positive, negative and neutral.

The key seme in the group of positive evaluations is "good". During the process of this research, the word "good" itself was used in almost every video review and in many text reviews. Thanks to it, everyone watching or reading the review can clearly understand that the food tastes well.

- *It [cookie] is pretty good [120].*
- *It [papaya] is so good [112].*

There are also words that denote an even higher degree of taste enjoyment, in which the seme "good" is part of the semantic structure of their meaning. Such comments not only provide information about the fine flavour of food, but in most cases evoke positive emotions in viewers or readers and a desire to try the food tasted as well.

- *The salmon`s actually cooked perfectly [102].*
- *The tuna was incredible [105].*
- *This is quite outstanding [66].*
- *That [crab claw] is nice. This is beautiful [64].*
- *I find this very fascinating [64].*

For negative descriptions of food, the key seme is "bad". It gives viewers or readers a clear understanding of the improper taste of the food, its properties or the food establishment. However, during the study, we encountered this word in a negative way only four times in two reviews.

- *I haven't had a lunch this bad for a really long time [122].*
- *Bad pizza, bad atmosphere and bad customer service [72].*

"Bad" is most often replaced by the word "good" with the addition of "not". Examples of such usage:

- *This [chicken] is not good [70].*
- *It [wonton] is not good [78].*

The description of a negative taste experience also includes more emotionally coloured words in which the seme "bad" is a part of the semantic structure. They are more commonly used in food reviews, evoke more emotions in viewers or readers and discourage the desire to try the food described by these words.

- *The entire meal was horrible [61].*
- *That [meat] is disgusting [71].*
- *There`s nasty food [61].*
- *Its [pizza] really not edible [72].*

Another examples of negative perceptions of food are situations where reviewers simply cannot feel the flavour because the food is not prepared correctly. Such a culinary experience also does not cause a desire for viewers or readers to try the reviewed food. That is why we refer these types of comments to negative ones. Examples of such descriptions:

- *I don`t taste anything [71].*
- *It doesn`t taste like food [70].*
- *It [modeling chocolate] tastes like nothing [85].*
- *Vegan ice cream had it like off taste [90].*

To describe a neutral attitude towards the taste of food, we did not find any specific vocabulary. Reviewers often choose to describe both positive and negative aspects of a product at the same time. Such a description gives viewers or readers an understanding that the food does not taste good and does not fully meet clearly defined standards. So, after receiving this kind of information about a product or dish, everyone personally chooses whether to taste it in the future or not. For example:

- *It`s not good, but it`s doable* [71].
- *It`s not great, but it`s not horrible* [70].
- *It`s not dry, but not wet* [73].
- *The noodles are cooked right, but they`re just cold* [70].

Reviewers can express personal expectations of food that have not been met. This also provides information about not-so-good taste, although in most cases it all depends on the person's preferences.

- *The sushi was questionable* [70].
- *I was hoping for something a little bit better* [73].

We have found that speakers often use stylistic devices to refer to the taste, smell, or touch sensations of food during tasting. Stylistic devices add expressiveness and emotional intensity to the description of the sensory experience of eating, contributing to the creation of imaginative and enriched speech. This approach to language can reflect an individual's style of expression and response to food stimuli, and can contribute to a deeper understanding and appreciation of the gastronomic experience.

Many descriptions involve evoking associations, as tasters compare the taste of a particular product to the taste of an existing dish or product of a particular brand. However, it can be difficult to understand these kinds of evaluations, as some products may not be familiar to readers or viewers. Examples of such descriptions include the following:

- *That [cookie] tastes like McDonald`s milkshake* [120].
- *That [cookie] tastes like Oreo brownie* [107].
- *It [chocolate bar] is like Three Musketeers* [80].

- *It [candy] is like Sprite [80].*

Sometimes it is possible to find similes with everyday things. For instance, in the first example below, the girl compares the cream on the cake to a pillow, pointing to its soft texture. In the next two examples, the reviewers draw the viewers' attention to the unpleasant texture of the food and compare it to an eraser and papier mâché, respectively. The last example is even more negative, as during the degustation, the man compares the food to a horror film, making it clear that the food tastes terrible.

- *It [cream] is so soft, like a pillow [120].*
- *The steak ... is like eating an eraser from school [70].*
- *It [sushi] is edible, but tastes like papier mâché [70].*
- *It`s like the worst horror of the movie [71].*

As for other stylistic devices, reviewers also use personification, giving food unusual characteristics. For example:

- *It [pizza] is lifeless [116].*
- *It [sandwich] really is just calling out your name [69].*
- *That one [spicy sauce] almost beat me [118].*
- *It`s like broth exploding out of the noodles [63].*

The first description is negative and by "lifeless" the speaker means the awful quality and taste of the pizza. All other descriptions show positive feedback using personification.

Metaphors are also often used when commenting on the taste of food. As we found out, they are more often used to give a positive assessment of the taste of food. The last of the examples below can have two meanings: the sauce can be called "fire" because of its spiciness or also because it tastes very good.

- *This [meat with sauce] is a storm! [75]*
- *The star of the show was chorrizzo [91].*
- *The food is a work of art [100].*
- *Sauce is fire! [102]*

Expressive food reviews are very popular on the Internet, so reviewers are usually very emotional and use various exclamations and descriptions of emotions to help people understand what the food tastes like. Examples include:

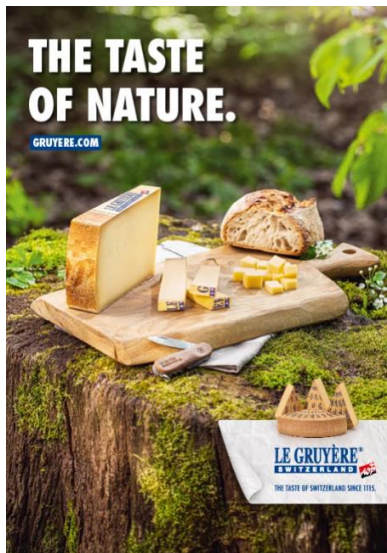
- *Wow!* [114]
- *Oh my God!* [68]
- *Mmm...* [120]
- *I love it!* [120]

"Wow" and "I love it" are used to describe the extremely pleasant taste of food or its texture. In contrast, an evaluation using "Oh my God" and "Mmm" can be interpreted in a number of ways, both positively and negatively.

Advertisements that include gustatory vocabulary and describe food in a certain way can also be considered food reviews. This approach to advertising attracts consumers through a detailed and/or attractive description of the product's taste, creating a desire to try it. Gustatory vocabulary gives the advert additional persuasiveness and emotion, which is typical for real food reviews.

Most often, consumers' emotions when watching an advertisement are provoked by metaphors. A good example of this can be found in the adverts for the Swiss cheese brand "Le Gruyère AOP".

In the advertisement presented below, we can see the headline – a metaphor "The taste of nature". This phrase cannot be taken literally, as there is no such concept as the "taste of nature". Instead, this expression evokes the emotion of the product's closeness to the environment and its naturalness – creates the impression that the product has a pure, natural taste that comes from the use of natural ingredients or excellent product quality.

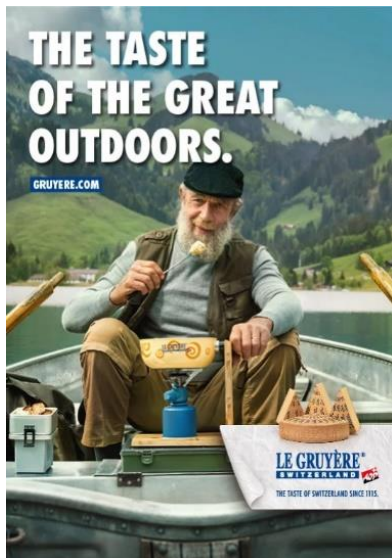


*Figure 1.* The taste of nature [130].

In the next adverts, the metaphors "The taste of celebration" and "The taste of the great outdoors" appear to us. They, in turn, also do not indicate a specific taste, but evoke associations with relaxation and spending a great time, thereby showing that this cheese is perfectly suited for this kind of spending time and encouraging people to buy and taste the product.



*Figure 2.* The taste of celebration [129].



*Figure 3.* The taste of the great outdoors [132].

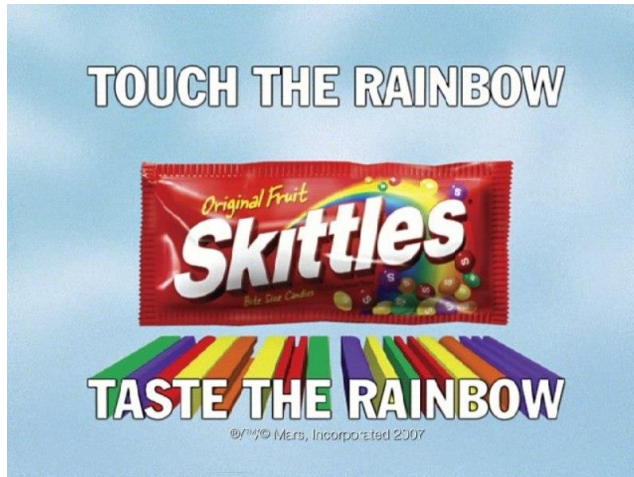
And in the following example, we see the "taste" not of a certain object or activity, as in the previous advertisements, but of an emotion – "The taste of temptation". By using this metaphor, viewers also get excited and more willing to try the advertised product.



*Figure 4.* The taste of temptation [131].

In each of the above advertisements, we can notice another metaphor, which is the brand's slogan - "The taste of Switzerland since 1115". Its role is to draw attention to the origin of the cheese and evoke associations with Swiss quality and culture.

"Skittles" in its advertisements uses metaphors too. A great example of this can be the slogan "Taste the rainbow". This phrase does not mean trying to taste a rainbow directly. Instead, it refers to the main product - colourful candies and their various flavours. This provokes a play of imagination among consumers and interest in the taste of the described product.



*Figure 5.* Touch the rainbow. Taste the rainbow [133].

Not only these brands use metaphors in their advertisements, but also the world-famous "Coca-Cola" brand in its slogan "Taste the feeling". It is again that feelings cannot be tasted, and the phrase creates an emotional connection with the consumers and encourages them to buy the drink, emphasising that every sip will bring a pleasant emotion.



*Figure 6.* Taste the feeling [128].

"Coca-Cola" also uses another metaphor in its advertising. For example, in a 2001 poster, we notice the phrase "Life tastes good". In this way, the consumer may have the idea that life can be tasted and enjoyed in the same way as food or drink, and the phrase also encourages the imagination of the taste of the given drink.

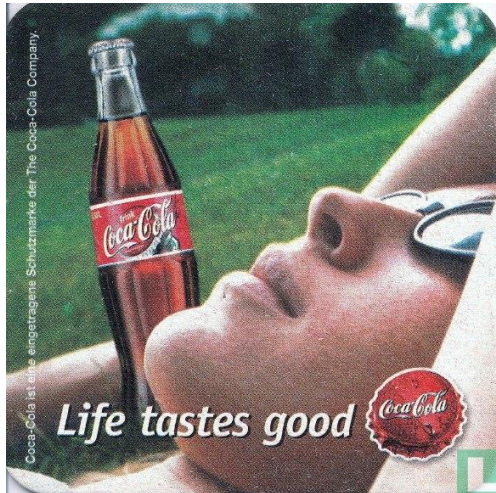


Figure 7. Life tastes good [126].

The same type of metaphor can be found in "Nutella" advertising. However, this time we see the noun "mornings" as the subject, which seems to hint at consuming the product in the morning, creating the image of an ideal breakfast and can evoke the desire in viewers to do so.



Figure 8. Mornings taste better with "Nutella" [127].

A rather unusual, but very interesting and attention-grabbing, personification can be found in the "Pringles" advertisement. "A chip that hugs your tongue" refers to the most delicious taste of the chips and draws consumers' attention to the fact that eating

this product will be undoubtedly a pleasure because it has the delightful texture and flavour.



*Figure 9.* A chip that hugs your tongue [124].

Another example of food description in advertising that evokes emotions is the use of alliteration in "McDonald's" burger advertisement. "Big. Beefy. Bliss" is an easy-to-remember phrase that describes the appearance, taste and impression of a product and has a great effect on the consumers, showing them all the positive sides of the burger and making them want to taste it.



*Figure 10.* Big. Beefy. Bliss [125].

In "McDonald's" advertising, we can also find the onomatopoeia "Mmm". This stylistic device evokes the idea of enjoying food and pleasant associations with the possible taste of the product. Additionally, the "mmm" sound is universal for any culture and nation, so its message is very easy to understand.



*Figure 11. "Mmm". Meltier cheese [123].*

The way food is described in advertisements also has a significant impact on consumers' food choices and perceptions. The use of 'appetising' descriptions can provoke physical appetite, but emotional impact also plays an important role. After all, advertisements often create pleasant associations of the product with good feelings and events, and this creates an emotional connection between the product and the consumer.

## **Conclusions to Chapter 2**

Consequently, food reviews often use various aspects of flavour, aroma and texture to describe products in a more detailed and accurate way. Basic words for describing taste include "bitter", "sour", "sweet", "salty" and "umami". "Sweet" and "salty" are the most commonly used, while "bitter", "sour" and "umami" are rarely used. Aroma and aftertaste are often described with the words "fresh", "flavourful" and "refreshing". In addition, words to express the intensity of taste and the balance of seasonings play a significant role. The texture of food is also described in reviews. Antonyms and derivatives are also used to help create more accurate and imaginative

descriptions of food, which is important for providing a complete picture of the flavour properties of food.

After analysing more than three hundred video and text food reviews, we found that the vocabulary for describing taste can be divided into five main lexico-semantic groups: temperature, texture, cooking techniques, size and flavour. When describing food, reviewers often pay attention to its temperature, which can be either positive or negative depending on the context. Reviews of food texture contain a rich vocabulary, including words such as "chewy", "crispy", "creamy", etc. Some words that describe texture can also be used metaphorically to describe flavour, such as "dry" or "greasy". Describing cooking techniques is based on general knowledge of cooking. Size is also an important aspect of food description. It affects the tasting process, and although the vocabulary for describing size is quite rich, reviewers usually use "big" and "small" and their degrees of comparison. Flavour is also one of the main components of the sensory experience, so like taste, it plays an important role in the perception of food. Flavour can influence the emotional perception of food by causing associations, impressions or memories of certain flavours. Reviewers almost always describe the smell as "delicious", but even more often they provide a subjective assessment, describing it as pleasant or unpleasant according to their personal preferences.

Taste evaluations can be positive, negative or neutral. The key word in the group of positive ratings is "good". It is often used to describe good taste, but there are also more emotionally charged words that emphasise the great taste of food and make viewers or readers want to try it. For negative descriptions, the key word is "bad", although it is often replaced by the phrase "not good". Negative reviews also use more emotionally charged words that emphasise the unpleasant taste and discourage the desire to try the food. Neutral ratings often contain both positive and negative aspects, giving readers or viewers the idea that the food is neither excellent nor terrible. Reviewers also use stylistic devices to add expressiveness and emotional intensity to the description of a sensory experience. They often compare the taste of a particular product to the taste of famous dishes or products of certain brands. Comparisons to everyday objects are also used to emphasise the texture or taste of food. Personification

and metaphors add emotion and visualisation to food descriptions, helping to better understand and appreciate the gastronomic experience. In this way, reviewers create vivid and expressive reviews that contribute to a deeper understanding and enjoyment of food. Food advertisements, which can be also considered food reviews, also often contain stylistic devices, such as metaphors, personification, alliteration, and onomatopoeia. Usually, these are short phrases that are easy to remember and evoke positive emotions in consumers and a desire to taste the described food. Consequently, the emotions of viewers or readers of reviews also influence the perception of food and the choice of products to buy and consume.

## CONCLUSION

In conclusion, semantics is a branch of linguistics that studies the meaning of linguistic units in the context of different scientific approaches. It is not limited to the study of lexical items, but also covers phraseological constructions, structural relations and the influence of mathematics and logic on the meaning of linguistic expressions. There are various areas of semantics, one of the most important of which is lexical that studies the meaning of a word. One of the key concepts that emerges in the context of semantics is the lexico-semantic field. It is a complex structure that unites lexical items according to semantic criteria. Within the lexico-semantic field, there are lexico-semantic groups, which are a set of words that share a common meaning and relationships.

Sensory Linguistics is an important branch of modern linguistics that explores the relationship between language and perception. The 5 senses (sight, hearing, smell, taste and touch) are key to perceiving the world around us, and language is the main tool for describing this perception. Taste, as a type of perception, plays an important role in human life and taste sensations are divided into 5 types: bitter, sour, sweet, salty and savoury. The term "gustatory vocabulary" refers to the set of words and expressions used to describe the taste sensations and qualities of food. This vocabulary is key to the perception and communication of nutrition, as it allows us to accurately convey the sensations and emotions associated with taste.

Since ancient times, people have shared their experiences of various aspects of life, including food. Historically, food reviews began as an oral tradition and later they became a part of newspapers, magazines and books. With the emergence of the Internet, the process has become more accessible and diverse, encompassing various formats from articles to videos and blogs. Food critic`s reviews are important and influence the perception and reputation of restaurants. A style of writing called food writing, or gastronomic writing, focuses on the perception and description of food. It is a part of Culinary Linguistics, a branch of applied linguistics that studies language in the context of culinary traditions and food customs.

Food reviews often use various aspects of flavour, aroma and texture to describe products in a more detailed and accurate way. Basic words for describing taste include "bitter", "sour", "sweet", "salty" and "umami". "Sweet" and "salty" are the most commonly used, while "bitter", "sour" and "umami" are rarely used. Aroma and aftertaste are also important. In addition, words to express the intensity of taste and the balance of seasonings play a significant role. The texture of food is also described in reviews. Antonyms and derivatives are used to help create more accurate and imaginative descriptions of food, which is important for providing a complete picture of the flavour properties of food.

After analysis of food reviews, we found that the vocabulary for describing taste can be divided into five main lexico-semantic groups: temperature, texture, cooking techniques, size and flavour. The temperature can be either positive or negative depending on the context. Reviews of food texture contain a rich vocabulary and some words can also be used metaphorically to describe taste. Describing cooking techniques is based on general knowledge of cooking. Size is also an important aspect of food description as it affects the tasting process. Flavour can influence the emotional perception of food by causing associations, impressions or memories of certain tastes. Reviewers often provide a subjective assessment, describing flavour as pleasant or unpleasant according to their personal preferences.

Taste evaluations can be positive, negative or neutral. The key word in the group of positive ratings is "good", but there are also more emotionally charged words that emphasise the great taste of food. For negative descriptions, the key word is "bad", although it is often replaced by the phrase "not good". Negative reviews also use more emotionally charged words that emphasise the unpleasant taste and discourage the desire to try the food. Neutral ratings often contain both positive and negative aspects, giving readers or viewers the idea that the food is neither excellent nor terrible. Reviewers also use stylistic devices to add expressiveness and emotional intensity to the description of a sensory experience. They often compare the taste of a particular product to the taste of famous dishes or products of certain brands and to everyday objects. Personification and metaphors add emotion and visualisation to food

descriptions, helping to better understand and appreciate the gastronomic experience. In this way, reviewers create vivid and expressive reviews that contribute to a deeper understanding and enjoyment of food. Also, stylistic devices are used in food advertisements.

In conclusion, we can say that thanks to this research and analysis, we have found that gustatory vocabulary includes many different words and expressions, is very rich and plays a significant role in the process of describing the perception and taste of food. The use of gustatory vocabulary in food reviews has a strong influence on the preferences and choices of food by viewers and readers of reviews, and can improve or deteriorate the reputation of certain food establishments.

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## SUMMARY

Бакалаврська робота є дослідженням густативної лексики у оглядах їжі. Основною метою цього дослідження є вивчення лексичних одиниць на позначення смаку, що використовуються у оглядах їжі, та їх впливу на вподобання споживачів.

Робота поділена на два розділи. Перший розділ спрямований на визначення термінів "семантика" та "сенсорна лінгвістика", а також на вивчення історії оглядів їжі та їх впливу. Другий розділ присвячений дослідженню густативної лексики у оглядах їжі і окреслює базові та небазові слова на позначення смаку і лексико-семантичні групи густативної лексики, а також вивчає прагматичні аспекти та вплив даної лексики на сприйняття їжі споживачами.

Сенсорна лінгвістика є важливим напрямом у сучасній лінгвістиці, що досліджує зв'язок між мовою та сприйняттям. П'ять органів чуття (зір, слух, нюх, смак та дотик) є ключовими для сприйняття навколишнього світу, і мова є основним інструментом для опису цього сприйняття. Смак, як вид сприйняття, відіграє важливу роль у житті людини, і смакові відчуття поділяються на різні типи, які виникають від взаємодії смакових рецепторів із різними хімічними сполуками. Сукупність слів і виразів, які використовуються для опису смакових відчуттів та якостей їжі, відображає густативна лексика. Вона є ключовою для сприйняття та комунікації про харчування, оскільки дозволяє точно передавати відчуття та емоції, пов'язані із смаком.

Історично огляди на їжу починалися з усної традиції, пізніше стали частиною газет, журналів та книг. З появою Інтернету цей процес став ще доступнішим та різноманітнішим, охоплюючи різні формати від статей до відео та блогів. Важливим елементом гастрономічної культури стала професія ресторанного критика, чії огляди впливають на сприйняття та репутацію ресторанів. Стиль письма під назвою «гастрономічне письмо» зосереджується на сприйнятті та описі їжі і є частиною кулінарної лінгвістики – галузі прикладної лінгвістики, що вивчає мову в контексті кулінарних традицій та звичаїв.

В оглядах їжі часто використовують різні аспекти смаку, аромату і текстури. Базові слова для опису смаку включають "гіркий", "кислий", "солодкий", "солоний" і "умами". "Солодкий" і "солоний" є найпоширенішими. Аромат і післясмак часто описують словами "свіжий", "ароматний" і "освіжаючий". Крім того, значну роль відіграють слова, що виражають інтенсивність смаку та баланс приправ. Текстура їжі також описується у оглядах. Антоніми та похідні слова теж використовуються для створення більш точних описів їжі, що важливо для надання повного уявлення про смакові властивості.

За результатами аналізу оглядів їжі, було виявлено, що лексику для опису смаку можна поділити на п'ять основних лексико-семантичних груп: температура, текстура, техніки приготування, розмір та аромат. Описуючи їжу, рецензенти часто звертають увагу на її температуру, яка може бути як позитивною, так і негативною залежно від контексту. Огляди текстури їжі містять багатий словниковий запас, а деякі слова, що описують текстуру, можуть також використовуватися метафорично для опису смаку. Опис техніки приготування ґрунтується на загальних знаннях про кулінарію. Розмір також є важливим аспектом опису їжі. Аромат, як і смак, відіграє важливу роль у сприйнятті їжі і може викликати асоціації, враження або спогади про певні смаки. Найчастіше рецензенти дають суб'єктивну оцінку аромату, наголошуючи на приємності або неприємності відповідно до своїх особистих уподобань.

Смакові оцінки можуть бути позитивними, негативними або нейтральними. Ключовим словом у групі позитивних оцінок є "хороший", але є й більш емоційно забарвлені слова, які підкреслюють чудовий смак їжі. Для негативних описів ключовим словом є "поганий", хоча його часто замінюють фразою "не добрий". У негативних відгуках також зустрічаються більш емоційно забарвлені слова, які підкреслюють неприємний смак і не викликають бажання спробувати їжу. Нейтральні оцінки часто поєднують в собі позитивні та негативні висловлювання, даючи споживачам уявлення про те, що їжа не є ані чудовою, ані жахливою. Рецензенти також використовують стилістичні засоби, щоб додати виразності та емоційної насиченості опису сенсорного досвіду. Вони

часто порівнюють смак або текстуру конкретного продукту із відомими стравами, продуктами певних брендів або з предметами повсякденного вжитку. Персоніфікації та метафори додають емоційності та візуалізації описам їжі. Таким чином, оглядачі створюють яскраві та виразні огляди, які сприяють глибшому розумінню та насолоді їжею. Реклами, у яких описується їжа, теж можуть вважатись оглядами їжі, і вони також включають в себе різні стилістичні засоби, таким чином створюючи емоційний зв'язок між продуктом та споживачем.

Отже, за результатами проведеного дослідження, можна дійти висновку, що густативна лексика є дуже багатою і включає в себе не лише слова на позначення смаку, а й ті, що позначають текстуру та аромат. Використання густативної лексики у оглядах їжі значно впливає на вподобання та вибір їжі глядачами та читачами оглядів, а також може покращити чи погіршити репутацію певних закладів харчування.