

## THE TERMINOLOGY OF COSMETICS IN ROMANIAN DICTIONARIES

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### Abstract

Along with other terminologies, the *terminology of cosmetics* is a field that relates *specialized vocabulary* to the *common* one and reveals the ability of current Romanian to expand its vocabulary through assimilated loans, while stimulating lexical creativity (calques, derivatives, compounds, conversions on Romanian ground). Unlike the terminology of economics or informatics, for instance, TC does not enjoy the benefits of academic, scientific approaches. The field of cosmetics began as a sub-branch of biology, chemistry, pharmacology, etc., the first cosmetic terms in Romanian being *loțiune* ‘lotion’, *masaj* ‘massage’, *pomadă* ‘ointment’, *săpun* ‘soap’, *tratament* ‘treatment’ (CADE, DLRM).

The fundamental socio-economic changes have also led to *lexical and terminological dynamics*. Specialized *cosmetic terms*, as well as those taken from other terminologies, are constantly expanding in the regular communication of current Romanian, as a consequence of “the secularization of knowledge”, specific to modern society. Media and advertising promote the expansion of specialized cosmetic terms beyond the specific field of specialists, *internal terminology*, and mark their use with increased frequency in common language, in *foreign terminology*.

The need to understand certain *cosmetic terms* of wide use and their expansion in different types of communication requires correct decoding, as a consequence of their appropriate definition. The definition of cosmetic terms must follow certain coordinates, regardless of the use level. Our analysis will primarily focus on the *average cosmetic (discourse) level*. The study of the actual use of cosmetic terms in less specialized texts or even in regular communication will take into account the correct use of specialized meanings by non-specialists and the registration of specialized meaning changes or possible new meanings.

Thus, in this study we aim to give an overview of the terminology of Romanian cosmetics based on lexicographic definitions (CADE, DLRM, DEX1, DEX2, MDN, DCR3), starting from a corpus of *cosmetic terms* distinguishable by *frequency* in regular communication, in the wide circulation press and in advertising, and therefore by their *importance* to the common vocabulary.

**Key words:** *Anglicism, definition, vocabulary, meaning, term*

### Résumé

A côté d'autres terminologies, la *terminologie de la cosmétique* représente un domaine qui met le *lexique spécialisé* en relation directe avec celui *commun* et relève la

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capacité du roumain actuel de s'enrichir par des emprunts assimilés, mais aussi par la stimulation de la créativité lexicale (calques, dérivés, composés, conversions réalisés sur le terrain roumain). A la différence de la terminologie économique ou informatique, par exemple, la TC ne bénéficie pas d'un niveau académique, scientifique d'approche. Le domaine de la cosmétique a commencé d'exister comme sous-branche des domaines de la biologie, de la chimie, de la pharmacologie, etc., les premiers termes cosmétiques du roumain en étant *loșiune, masaj, pomadă, săpun, tratament* (lotion, massage, pommade, savon, traitement) (CADE, DLRM).

Les changements sociaux-économiques fondamentales ont conduit également à une ample *dynamique lexicale et terminologique*. Les *termes cosmétiques*, à côté des termes repris d'autres domaines, s'étendent de manière continue dans la communication habituelle du roumain actuel, comme une conséquence de la «laïcisation de la connaissance», spécifique à la société moderne. Les mass-média et la publicité favorisent l'extension des termes cosmétiques spécialisés au-delà du strict domaine des spécialistes, la *terminologie* interne, et marquent leur utilisation plus fréquente dans la langue commune, dans la *terminologie externe*.

Le besoin de la compréhension de certains *termes* cosmétiques de circulation plus large et leur extension dans différents types de communication réclament une décodification correcte, conséquence d'une définition adéquate. La définition des termes cosmétiques doit s'inscrire sur certaines coordonnées, quel qu'il soit le niveau d'utilisation. Notre analyse vise premièrement le *niveau (discours) cosmétique moyen*. L'étude de l'utilisation correcte des termes cosmétiques dans des textes à degré inférieur de spécialisation ou même dans la communication usuelle examinera la correction de l'utilisation des sens spécialisés par les non-spécialistes et l'enregistrement des modifications de sens spécialisés ou d'éventuels nouveaux sens.

Ainsi, dans cette étude nous nous proposons d'offrir une présentation de la terminologie cosmétique roumaine en base des définitions lexicographiques (CADE, DLRM, DEX1, DEX2, MDN, DCR3), à partir d'un corpus de *termes* cosmétiques qui se remarquent par fréquence dans la communication usuelle, dans la presse de large circulation et dans la publicité et, donc, par leur importance pour le lexique commun.

**Mots-clés:** *anglicisme, définition, lexique, sens, terme*

### 1. Introduction

Terminology is considered, irrespective of its many interpretations, a relatively recent science. Numerous studies<sup>2</sup> show various specialists' special interest in this field, which leads to a wider interpretation that its name covers. We should focus on two of these: firstly, the *name* given to an interdisciplinary science, being in its broadest sense a "science of terms"; secondly, the *inventory (corpus) of terms* from a particular field considered to be an object of scientific research, referred to either by means of an adjective (specifying the field): "the terminology of cosmetics/ linguistics/economics" etc.) or by using the plural noun terminologies (general inventory)<sup>3</sup>.

Therefore, strictly speaking, the main interpretation of terminology is the

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<sup>2</sup> Bidu-Vrănceanu, 2000, 2001, 2005, 2007, 2010.

<sup>3</sup> Bidu-Vrănceanu, 2010.

*internal terminology* or the *terminology of specialists for specialists*<sup>4</sup>. The modern society, based on knowledge, witnesses a trend of expansion of the specialized terms onto the common language. This is called metaphorically the “democratization” or “laicization” of sciences<sup>5</sup> which leads to a more complex type of terminology, of high interest for non-specialists, called *external terminology*<sup>6</sup>. It has a *descriptive*, non-normative, character, focussing on the concrete, practical, *description* of terms as they are used in texts of various degrees of specialization, going to texts of broad circulation.

Current terminological studies<sup>7</sup> propose objective criteria of text differentiation according to the contextual density of specialized terms, on the one hand, or to the “dissolution” of texts by common words usage, on the other hand. A preliminary distinction of the analysis of terms in texts and contexts considers the ratio between the *lexicographical* definition, which is supposed to be a *natural* definition (thus, accessible) and the *terminographical* one which reproduces the *scientific* definition and it is *conventional*. Whenever the specialized term is used outside a strictly technical field, by non-specialists, it is the *pre-scientific* or even the *usual* definition that is deemed convenient. The partial decoding of the specialized sense of a term by non-specialists is generally considered as *determinologization*<sup>8</sup>. The degree of *determinologization* depends on numerous factors and on the various *competencies* of speakers, on their level of education, on the correctness of their “reading” of definitions<sup>9</sup>. Consequently, the opening of scientific codes can be ensured mainly by general dictionaries where the definition should differ from the one in specialized, technical dictionaries, especially to facilitate the access to the specialized meaning<sup>10</sup>.

We will study the chosen corpus in order to conclude on the type of cosmetic terms’ definitions in Romanian dictionaries. The mass-media favours the circulation of these terms beyond the field of specialists, the *internal terminology*, and it records their frequent usage in the common lexis, in the *external terminology*.

The need to understand the cosmetic terms of wider circulation and their extension onto various types of communication requires a correct decoding, as a consequence of adequate defining. The setting of definitions for cosmetic terms must follow certain coordinates, irrespective of the level of usage. Therefore, the present study aims at presenting the Romanian terminology of cosmetics on the basis of lexicographical definitions (CADE, DLRM, DEX<sup>1</sup>, DEX<sup>2</sup>, MDN, DCR<sup>3</sup>)<sup>11</sup>, starting

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<sup>4</sup> Bidu-Vrănceanu, 2007, p. 20.

<sup>5</sup> Bidu-Vrănceanu, 2007, p. 9, 16-18, 155-15.

<sup>6</sup> Idem, *ibidem*, p. 23-25.

<sup>7</sup> *Mots, termes et contextes*, 2006.

<sup>8</sup> Bidu-Vrănceanu, 2007, p. 50.

<sup>9</sup> Bidu-Vrănceanu, 1993, p. 58-63; 2007, p. 71-103.

<sup>10</sup> Bidu-Vrănceanu, 2007, p. 48-52.

<sup>11</sup> Candrea, I.A. and Adamescu, Ghe. 1929-1931, *The Illustrated Encyclopedic Dictionary of the Romanian Language Today and Yesterday (Dicționarul limbii române din trecut și de astăzi)*, Bucharest, Cartea Românească Publishing Press; Macrea, D. (coord.) 1958, *The Dictionary of Modern Romanian Language (Dicționarul limbii române moderne)*, Bucharest, Academiei Române Publishing Press; Coteanu, I. (coord.), Seche, M., Seche, L. 1975, *The Explanatory Dictionary of the Romanian Language (Dicționar explicativ al limbii române)*, Bucharest, Academiei RSR Publishing Press; Institutul de Lingvistică „Iorgu Iordan - Alexandru Rosetti” al Academiei Române 1996, *The Explanatory Dictionary of the Romanian Language (Dicționarul explicativ al limbii române)*, Bucharest, Univers Enciclopedic Publishing Press; Marcu, F. 2008, *The Great Dictionary of Neologisms (Marele dicționar de neologisme)*, Bucharest,

from a corpus of cosmetic terms that appear with high *frequency* in everyday communication, in magazines and advertisements, thus having a special importance for the common lexis.

For reasons of absence of specialized level texts for TC, we will firstly address texts of popularization (pharmaceutical prospectuses of cosmetic products, magazines of cosmetic companies: *Avon România, Oriflame România, Yves Rocher catalogue*) and publicistic texts (magazines: *Bravo Girl, Cool Girl, Cosmopolitan, Glamour, The One*), in a determined time period: 2012-2015. The inventory thus obtained (Annex) will be compared to the records and definitions of the respective terms in the general dictionaries of the Romanian language cited above.

## 2. Etymological Aspects

The first terminologies in Romanian started to appear in the 17th century for philosophy, medicine and geography<sup>12</sup>. One cannot speak of the terminology of cosmetics until the beginning of the 20th century when only a few terms occurred for the first time in the language: *boială (make-up), cosmetic (cosmetic product), (a se) farda (to put make-up on), parfum (perfume)/parfumor (perfumer), pomadă (ointment), pudră (powder), săpun (soap), suliman (make-up)*. TC began its existence as a sub-branch of Biology, Chemistry, Pharmacology etc., the first cosmetic terms of the Romanian language having originated in the above-mentioned related fields: *loțiune (lotion), masaj (massage), pomadă (ointment), săpun (soap), tratament (treatment)*. As already mentioned, unlike other terminologies, the terminology of cosmetics cannot be found in contexts of academic level and specialized texts. Such texts are extremely few and they belong to the original related fields.

In current Romanian, TC features both older terms, from Turkish, Greek etc., neologisms from Romance languages (French, Italian) as well as terms from Germanic languages (mainly English). Before 1989 (the fall of the communist regime), most of cosmetic terms in Romanian were of French and Italian origin. After 1990, French loans lose their prestige and start being gradually replaced by Anglicisms, in the context of Anglophilia present in the mass-media and especially in the language of the youth. Therefore, cosmetic terms in Romanian come from the following sources:

### 2.1 Neological loans:

#### 2.1.1. Lexical (simple words/compounds):

- before 1989: *șampon* (<Fr., Engl. *shampooing*) appears in Romanian at the beginning of the 20th century via French, having the meaning of “săpun praf sau lichid” (“powder or liquid soap”)<sup>13</sup>. The cosmetic terms *loțiune* and *parfum* belong to the same category.

- after 1990: *stick* (<Engl. *stick*), with the meaning of “ambalaj de formă cilindrică pentru produse care se aplică prin ungere” (“cylindrical packaging for products to be applied by lubrication”)<sup>14</sup>. This term has got a particular evolution in Romanian, gradually expanding its meaning by semantic calque after English from “produs de panificație” (“bakery product”) to “card de memorie” (“memory card”)<sup>15</sup>.

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SaeculumVizual Publishing Press; Dimitrescu, F. (coord.), Ciolan, Al., Lupu, C. 2013, *The Dictionary of Recent Words (Dicționar de cuvinte recente)*, 3rd edition, Bucharest, Logos Publishing Press.

<sup>12</sup> Gheție, 1982, p. 13-16.

<sup>13</sup> DLRM, p. 311.

<sup>14</sup> DCR<sup>3</sup>, p. 495.

<sup>15</sup> DCR<sup>3</sup>, p. 495.

**2.1.2. Phraseological (phrases):** *roll on* (<Engl. *roll on*) with the meaning of “produs cosmetic; recipient de uz cosmetic/medical, cu bilă” (“cosmetic product; cosmetic/medical container”). It is not recorded in dictionaries, but its entrance in the common lexis is certified by numerous usage instances in the audio-visual media. (...”dacă folosești deodorantul *roll-on* de la Garnier Mineral, varianta fresh sau intense...” – “...if you use the *roll-on* deodorant from Garnier Mineral, the fresh or intense variant...” G, 7/ 2012, p.8).

## 2.2. Calques:

**2.2.1. Lexical calque (of structure)** - considered the most important of all types of calques as it represents a means of enriching the vocabulary with both new lexical units as well as with new meanings, in addition to those already existing for a particular word. Examples: *antiallergenic* (cf. Fr. *anti-allergénique*), *antibacterian* (cf. Fr. *antibacterial*), *anti-inflamator* (cf. Fr. *anti-inflamateur*), *anti-îmbătrânire* (cf. Fr. *anti-âge*), *antimătreață* (*anti-dandruff*) (cf. Fr. *anti-pellicule*), *antioxidant* (cf. Fr. *antioxydant*), *antiseptic* (cf. Fr. *antiseptique*).

**2.2.2. Semantic calque (meaning loans).** Unlike the phraseological loan (which consists in the taking over from a language of an expression associated with a semantic content), the semantic calque attributes a new meaning to an already existing word in a language under the influence of the semantic foreign correspondent which also features the meaning of the local word. We mention a few examples from the terminology of cosmetics: *luciu*<sup>16</sup> (*de buze*) (cf. Engl. *lipgloss*), *mască* (*de față*) (cf. Fr. *masque de beauté*), *volum* (*de păr*) (cf. Fr. *volume cheveux*), etc.

**2.2.3. Phraseological calque** - consists of the full translation (*full phraseological calque*) or the partial one (*partial phraseological calque*) of phrases from other languages. The terminology of cosmetics features an important number of phraseological calques: *cremă de față* (*face cream*) (cf. Fr. *crème [du] visage*) / *cremă de corp* (*body cream*) (cf. Fr. *crème [du] corps*) / *cremă de noapte* (*night cream*) (cf. Fr. *crème de nuit*) / *cremă grasă* (*rich cream*) (cf. Fr. *crème grasse*) / *cremă hidratantă* (cf. Fr. *crème hydratante*), *fard de pleoape* (*eyelid blush/make up*) (cf. Fr. *fard à paupières*), *fard de obraz* (*blush*) (cf. Fr. *fard à joues*), *fard de buze* (*lipblush*) (cf. Fr. *fard à lèvres*), *mască de față* (*face masque*) (cf. Fr. *masque de beauté*) / *mască de păr* (*hair masque*) (cf. Fr. *masque [de] cheveux*) / *mască hidratantă* (cf. Fr. *masque hydratant*) / *mască nutritivă* (cf. Fr. *masque nutritif*), *pudră de față* (*face powder*) (cf. Fr. *poudre [pour le] visage*) / *pudră de corp* (*body powder*) (cf. Fr. *poudre [pour le] corps*) / *pudră de pleoape* (*eyelids powder*) (cf. Fr. *poudre [pour les] paupières*), etc.

As far as TC is concerned – as it looks like in the 19th century and at the beginning of the 20th – older dictionaries (CADE, DLRM) record especially French

<sup>16</sup> *Luciu* (*de buze*) (Engl. *lipgloss*) is a recent occurrence in the common lexis, having the meaning of “produs cosmetic care conferă luciu și strălucire buzelor” (“cosmetic product that offers shine to lips”), still unrecorded by dictionaries, being a semantic calque after the English *lipgloss*. We mention that “luciu” was already part of the basic Romanian vocabulary with the meaning of “suprafață strălucitoare a unui obiect; lustru” (“shiny surface of an object, luster”) (CADE, DLRM, DEX<sup>1</sup>); together with the Anglicism *gloss* (DCR<sup>3</sup>:267), *luciu* (*de buze*) represents a highly favoured term with speakers of current Romanian, easily replacing one another. („În 1930, *lipgloss*-ul a fost folosit pentru prima dată în machiajul de televiziune... primul *luciu de buze* cu aromă a apărut în anii 70...” („In 1930, *lipgloss* was used for the first time in television make up... the first flavoured *luciu de buze* appeared in the 70’s”) ([www.unica.ro/detalii-articole/articole/totul-despre-gloss-18417.html](http://www.unica.ro/detalii-articole/articole/totul-despre-gloss-18417.html), accessed June 13, 2014)

loans: *cosmetic/cosmetică* (*cosmetic product/cosmetics*) (<Fr. *cosmétique*), *cremă* (*cream*) (<Fr. *crème*), *fard* (*blush*) (<Fr. *fard*), *loțiune* (<Fr. *lotion*), *machieaj* (*make up*) (<Fr. *maquillage*), *pomadă* (*ointment*) (<Fr. *pommade*), *pudră* (<Fr. *poudre*), *ruj* (*lipstick*) (<Fr. *rouge*), in addition to older loans, either Greek or Latin: *săpun* (*soap*) (<Ngr. *σαπούνι*, <Lat. *sapōnem*). Another category is that of Turkish loans: *boia/boieli* (*make up*) (<Tk. *boya*), *cimbistră* (*tweezers*) (< Tk. *çimbistra*), *ojă* (*nail polish*) (<Tk. *oje*), *suliman/ sulimeneală* (*make up*) (<Tk. *sülümen*), which will be subsequently either abandoned for French loans, or will become regionalisms or archaisms – with some exceptions, like the Turkish-origin term *ojă* (*nail polish*) which survived and is still used, in spite of the competition it gets from the Anglicism *nail polish*. DEX<sup>1</sup>, DEX<sup>2</sup>, DCR<sup>3</sup> record neological loans from Romance languages, for example, French: *șampon* (*shampoo*) (<Fr. *shampooing*), *demachiant* (*cleanser*) (<Fr. *démaquillant*) and Italian, with a much more reduced number of words: *mascara* (<It. *mascara*). Thus, *loans* become the main source for the terminology of cosmetics, while *calques* are more sporadic, for that period. Loans from German are even rarer: *lac* (*varnish/polish/lacquer*) (<Germ. *Lack*), *tuș* (*eyeliner*) (<Germ. *Tusche*) is much rarer.

In what follows we will analyze the lexicographical definitions for a part of the corpus of our thesis<sup>17</sup>, from the paradigmatic point of view, focussing on the frequency of the denotative cosmetic meaning usage and the appearance of connotative meanings, as well as the extent to which the disambiguation necessary for proper communication is accomplished. In the case of certain terms, we will combine the paradigmatic analysis to the syntagmatic one, comparing the meanings they develop in the new contexts of the common lexis. The study is done from the perspective of the external, descriptive terminology, its purpose being to highlight the semantic dynamics that the cosmetic terms migrating towards the common lexis manifest.

BOIA/BOIALĂ (*make up*) (<Tk. *boya*) appears in CADE as “văpsea, faptul de a boi” (“paint/dye, the act of painting/ dyeing”), without the meaning “vopsire a feței” (“face painting”). DLRM adds the meaning of “fardare” (“putting make up on”), bearing the diastatic marker: *pejorative*. The term is abandoned very quickly in everyday language usage, DEX<sup>1</sup> and DEX<sup>2</sup> recording it as an archaism. Surprisingly enough, DCR<sup>3</sup> records the noun *boiangerie* “curățătorie-vopsitorie” (“dye house”), while the cosmetic meaning of “fardare” (“putting make up on”) is only preserved at the archaic-regional level, having a negative connotation as well.

It becomes apparent, as in the case of other terminologies and specialized languages<sup>18</sup>, that the terminology of cosmetics also evolved in time, bearing the influences of various languages, especially French and, for the past decades, English.

COSMETIC (*cosmetic product*) (<Fr. *cosmétique*) is recorded as a lexical neological loan in CADE, belonging to the pharmaceutical field, presented as a neuter noun with the meaning of “ointment”. In DLRM it appears first as an adjective – “care servește la îngrijirea feței sau a părului” (“which serves for the care of face or hair”) and only secondly as a neuter noun having the meaning of “cremă sau loțiune care servește la îngrijirea feței sau a părului” (“cream or lotion for face or hair care”). DEX<sup>1</sup>, DEX<sup>2</sup> and MDN preserve the meaning of “produs cosmetic” (“cosmetic product”) for the neuter noun COSMETIC. In everyday communication, it is no longer

<sup>17</sup> Terms in the Annex marked by capital letters.

<sup>18</sup> IT terminology – Zafiu, 2001, p.89.

used with this meaning in the singular as it entered the language. It is therefore only used in the plural, this being the secondary meaning in MDN: “cosmetice”, “(produse, creme) pentru îngrijirea tenului...” (“cosmetics”, “creams, lotions for face care”) which records a meaning extension: “[produse, creme] ... pentru lustruirea autoturismelor” (“[products, creams]... for the polishing of automobiles”) as well as the appearance of the figurative meaning of the adjective COSMETIC “de suprafață, care nu vizează fondul” (“superficial, that does not go deep”).

MDN equally records the verb *a cosmetiza* (*to cosmetize/cosmeticize*) “a îngriji pielea, părul cu cosmetice” (“to take care of one’s skin, hair by using cosmetics”), with the secondary meaning “a înfrumuseța artificial, a masca” (“to artificially beautify, to cover/mask”) (<Engl. *cosmetize*), bearing the diastatic marker *fig.*, a meaning that DCR<sup>3</sup> records first of all. Wider interest communication is thus characterized by lexical-semantic dynamics, having consequences on the meaning of specialized terms. The lexicographical metalanguage is stable which makes the definitions of these terms (belonging to the same lexical family) be quite similar.

In the case of the noun CREMĂ (*cream*) the dictionaries we are using share a terminological consistency in choosing the hyperonym. Therefore, CADE, DLRM, DEX<sup>1</sup>, DEX<sup>2</sup> and MDN opt out for *produs* (*product*). The word appears in CADE as a neological loan (< Fr. *crème*), in DLRM – “produs cosmetic pentru piele” (“cosmetic product for the skin”), in DEX1 – “produs obținut prin emulsionarea unor grăsimi, ceruri, gume etc., cu apă, uleiuri eterice și ingrediente în vederea utilizării în tehnică, cosmetică sau medicină” (“product obtained by the emulsification of fats, waxes, gums, etc. water, essential oils and ingredients for subsequent use in the technical field, cosmetics and medicine”); the same definition can be found in DEX<sup>2</sup> as well.

The lexicographical definition for CREMĂ is not a *natural* accessible type of definition, being quasi-identical to the *terminographical* one. Therefore, the access to the specialized meaning.<sup>19</sup> is not ensured as the definition lacks elements of vulgarisation and the metalanguage is a specialized one.

MDN specifies the specialized cosmetic meaning only fourthly: “produs cosmetic folosit la îngrijirea pielii; pomadă” (“cosmetic product used for skin care; ointment”) while supplying at the same time a phrase that does not belong to the TC “~ de ghetă = preparat pentru ungerea și lustruirea încălțămintei de piele” (“boot cream/polish=product for leather footwear”).

DCR<sup>3</sup> only records the general definition – “cremă de consistența unei paste” (“cream having the consistency of a paste”), offering examples from the terminology of gastronomy as an illustration: “bomboane cu interior din cremă-pastă de caise” (“apricot cream filling candies”) and mentioning the phrases from the same field *brânză-cremă*, *supă-cremă* (*cream cheese*, *cream soup*). The phrases belonging to TC, phraseological calques from French *cremă de față* (*face cream*) (cf. Fr. *crème [du] visage*) / *cremă de corp* (*body cream*) (cf. Fr. *crème [du] corps*) / *cremă de noapte* (*night cream*) (cf. Fr. *crème de nuit*) / *cremă grasă* (*rich cream*) (cf. Fr. *crème grasse*) / *cremă hidratantă* (cf. Fr. *crème hydratante*) etc. are not recorded by dictionaries, but they are validated by the extremely frequent usage of both specialized and non-specialized speakers.

FARD (*make up/blush*) (<Fr. *fard*) appears as a lexical neological loan in

<sup>19</sup> Bidu-Vrănceanu, 2007, p. 48-52.

CADE, having the meaning of “suliman” (“make-up”), while in DLRM the entrance as “suliman” appears older, being defined as “produs cosmetic pentru colorat fața și buzele” (“cosmetic product for colouring face and lips”). In time, FARD gets an expanded meaning, DEX<sup>2</sup> recording it as “produs cosmetic alb, roșu, verde, albastru etc. pentru colorat fața, ochii și buzele; dres, suliman, boia, boială” (“cosmetic product of white, red, green, blue etc. colour for colouring face, eyes and lips; make-up”). In current cosmetic terminology, the term is losing ground to the Anglicism *make-up* (<Engl. *make-up*).

The phrases *fard de pleoape* (*eyelids make-up*) (cf. Fr. *fard à paupières*), *fard de obraz* (*cheeks make-up/blush*) (cf. Fr. *fard à joues*), *fard de buze* (*lip make-up*) (cf. Fr. *fard à lèvres*), phraseological calques after French, are not recorded by dictionaries, but they are used frequently<sup>20</sup>. In some contexts in Romanian mass-media, *fard de obraz* alternates with the Anglicism *blush*<sup>21</sup> (<Engl. *blush*). The same situation can be found in mass-media abroad, for example in France<sup>22</sup>; similarly, *fard de buze* is used in the same context as the Anglicism *lipstick* (<Engl. *lipstick*), both in Romanian<sup>23</sup> and in foreign<sup>24</sup> media. One can conclude that in the popularization media, the French loans that circulate side by side with synonymous Anglicisms (though not perfect synonyms: *fard* vs. *blush/lipstick*) are gradually losing prestige, being replaced by the latter more and more frequently, due to the Anglophilia present in the mass-media.

GOMAJ (<Engl., Fr. *gommage*) does not appear in CADE or in DLRM either, while the other dictionaries, starting with DEX<sup>1</sup> record a unique meaning, for the technical field: “blocare a segmentelor în canalele din piston, ca urmare a depunerii reziduurilor de ardere” (“jam-lock of the piston rings into the grooves due to deposition of combustion residues”).

The lexicographical definition does not differ from the one in specialized dictionaries. We consider that a *pre-scientific* or even *usual* definition would be preferable to the lexicographical definition existing for GOMAJ as the latter contains formulations addressed to specialists and fails to achieve the necessary disambiguation.

It is only DCR<sup>3</sup> that records the appearance of a new meaning for this word,

<sup>20</sup> „Vei adora acest *fard de pleoape* cremos, catifelat și rezistent, în nuanțe mate, neutre. Este perfect pentru machiaje subtile de zi sau pe post de bază pentru fardul...” („You will adore this creamy, velvety and resistant *fard de pleoape*, with its mat, neuter nuances. It is perfect for subtle day make-up or as a foundation for the make-up...”) (A, 3/2014, p. 85); „*Fardul de obraz* Yves Rocher iluminează într-o clipă machiajul tenului, sculptând cu ușurință pomeții și conturul...” („The Yves Rocher *fard de pleoape* illuminates instantly your complexion, easily sculpting the cheek bones and the contour...”) (YR, 1/2013, p.9); „*Fard de buze* sidefat Glamorous Look 01...” („Pearly *fard de pleoape* Glamorous Look 01”) (O, 7/2013, p. 23).

<sup>21</sup> „Kim Kardashian, într-o rochie bizară în Paris, seamănă cu o pasăre de foc (...) *fardul de obraz* extrem de aprins a fost însă cel care a atras toate privirile, frumoasa optând în majoritatea ocaziilor pentru *blush*-uri excentrice...” („Kim Kardashian, in a bizarre dress in Paris, looks like a fire bird... the extremely bright *fard de pleoape* caught all the attention though, the belle choosing most of the times excentric *blushes*...”) (C, 1/2013, p. 26).

<sup>22</sup> „Plein *fard* sur le *blush* : savoir le choisir et l'appliquer : Rose, abricot ou orangé, le *blush* délivre une petite pastille de fraîcheur sur les joues pour un effet bonne mine immédiat” ([http://www.puretrend.com/rubrique/beaute\\_r22/plein-fard-sur-le-blush-savoir-le-choisir-et-l-appliquer\\_a58341](http://www.puretrend.com/rubrique/beaute_r22/plein-fard-sur-le-blush-savoir-le-choisir-et-l-appliquer_a58341), accessed June 12, 2014).

<sup>23</sup> „*Fardul de buze* Beautyluscious: un *lipstick* de ultimă generație...” („the Beautyluscious *fard de buze* : a latest generation *lipstick*”) (U, 11/2012, p. 7).

<sup>24</sup> „*Fard* à lèvres rouge Pure *Lipstick*” (<http://www.beautylish.com/p/yves-saint-laurent-4611>).



diastatically marked for the cosmetic field: “procedeu cosmetic prin intermediul căruia sunt îndepărtate celulele moarte de la suprafața pielii” (“cosmetic procedure of removal of the dead skin cells from the surface of the skin”), a meaning already validated in everyday Romanian, both specialized and non-specialized, together with EXFOLIERE (*exfoliation*) and the Anglicisms *peeling* and *scrub*. DCR<sup>3</sup> mentions a double etymology for this term, the first English and the second French (< Engl., Fr. *gommage*).

### Conclusions

We consider that the terminology of cosmetics is underrepresented in the dictionaries of the Romanian language. As far as TC is concerned, the terminographical definitions are missing, the lexicographical definitions being the ones that track the evolution of these terms, from their emergence as neologisms in dictionaries. The latter also show the relationship with the synonyms in the language, the extension or narrowing of meaning etc. The cosmetic field is missing from the diastatical markers that general dictionaries operate with, with the notable exception of DCR<sup>3</sup>. This reflects the cosmetic specialization more rigorously, by diastatical marking and the limited use of common definitions. It also records more recent specialized phrases. It is found that, often, general dictionaries (DEX, for example) supply definitions similar to terminographical definitions. Thus, on the one hand they supply both scientific and pre-scientific definitions or, on the other hand, they offer combinations of the two types in one and the same definition (mixed-type definitions). Therefore, the definitions for cosmetic terms belong to the following types: 1. Definitions that are identical or similar to the terminographical ones; 2. Mixed-type definitions that combine scientific information with pre-scientific or common data; 3. Lexicographical definitions (usual).

As a result of our analysis, we can conclude the following:

1. There are times when a particular lexical unit attested in texts from the cosmetic field is recorded by dictionaries only with their general meaning, older in the language, and / or with specialized meanings, but for other fields than the cosmetic one. The frequency of the cosmetic denotative meaning and the development of connotative meanings, also common, starting from this core sense of the common lexis, require the return to the lexicographical definitions and their correlation with the reality of texts.

e.g. CREION (*crayon*), EXFOLIERE (*exfoliation*), LAPTE (*milk*), LUCIU (*gloss*), PARFUM (*perfume*), PUDRĂ (*powder*), SĂPUN (*soap*), TRATAMENT (*treatment*), TUȘ (*eyeliner*).

2. The cosmetic meaning can appear a) sporadically, by only one phrase, b) with semantic deviations of metaphorical or metonymic nature, in the permissive context of the common lexis, where terms have got much more combinatorial freedom c) the term having the meaning from the lexicographical definition is no longer in use.

e.g. a) FOND (*foundation*) (*fond de ten* (*skin foundation*)) – DEX<sup>2</sup>, while *fond de pleoape* (*eyelids foundation*) is not recorded), LAC (*varnish/lacquer*) (*lac-fixativ* (*hair spray*)) – DCR<sup>3</sup>, while *lac de unghii* (*nail polish*) is not recorded);

b) A ȘAMPONA (*to shampoo*) (expanded meaning “to wash using shampoo”, but used in other contexts than the cosmetic one) (DCR<sup>3</sup>);

c) COSMETIC (*cosmetic product*) (neuter noun) (DEX<sup>1</sup>, DEX<sup>2</sup> and MDN give the meaning “(alifie/loțiune) pentru îngrijirea pielii sau a părului”) (“ointment/lotion for skin or hair care”).

3. In other situations, the hyperonym is recorded, but the cosmetic term/phrase fails to appear in the lexicographical definitions, though it is frequent in texts, with the specialized cosmetic denotative meaning, and/or with figurative meanings developed starting from the former.

e.g. CREMĂ (*cream*) (*cremă de față (face cream)/ cremă de corp (body cream)/ cremă de noapte/cremă hidratantă*), MASCĂ (*mask*) (*mască de față (face mask)/mască de păr (hair cream)/mască hidratantă/mască nutritivă (rich cream)*).

4. Generally speaking, the terms we identified as belonging to the terminology of cosmetics are defined or recorded in the general dictionaries of the language (therefore they are considered as accessible to a wider audience and as having a significant frequency of usage), but there is missing information regarding their semantic extension, their style register<sup>25</sup> as well as etymological information (absolutely necessary), all of it being extremely important in the context of the accentuated dynamics of the current lexis.

As a result of this analysis, we can conclude that dictionaries do not keep pace with this type of dynamics (in terms of inventory, definitions and contextual usage) of the field of cosmetic terminology. Generally, lexicographical definitions clarify cosmetic terms for common readers, but, sometimes, they fail to record the evolution of a term's meaning towards the cosmetic field, though both usage and popularization texts confirm it. The TC membership of such terms is marked only syntagmatically in usage as the respective phrases are not lexicographically recorded.

Some general dictionaries even present inconsistencies of their role of mediator between the language and specialized cosmetic language and the non-specialized readers, especially in the case of the Anglicisms from the terminology of cosmetics: some of these are not included in the dictionary, despite their usage frequency (*lipstick, nail polish*). Consequently, the role of dictionaries is crucial to ensure the transparency of cosmetic terms (including Anglicisms) that non-specialist/partially specialized speakers need.

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<sup>25</sup> Frequently, there is a remarkable absence in DEX<sup>2</sup>, but especially in MDN, of information regarding the stylistic level and register (of the type: „fig. ”, „fam”. „rar”, „spec. ”, „Frenchism”, „Anglicism”, „pejor.”, etc), crucial for the current reader, confronted by an extraordinary linguistic variety and the media „explosion” of terms, more and more sophisticated, specialized and diverse as origin.

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**ANNEX**

**Cosmetic Terms**

BOIA/BOIALĂ

COSMETIC

CREMĂ față/zi/noapte/hidratantă/nutritivă/corp/mâini/anti-rid/anti-age

FARD (de buze/ obraz/pleoape)

GOMAJ

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