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THE FUNCTIONING OF ODORATIVE VOCABULARY IN PERFUMERY DISCOURSE

The source of the vocabulary that describes smells can be not only words from dictionaries, but also comments from people who write about their impressions of the purchased fragrance. By studying the language used in these forms of communication, linguists can gain a deeper understanding of the subtleties of language. The study of this type of vocabulary, called odorative, leads to interesting and important conclusions that can be applied to a wide range of fields, from marketing to the social sciences. In the field of linguistics, the analysis of reviews and comments has become a popular method for studying language use. Analyzing the language of comments, we can investigate what words native speakers choose to describe their feelings and transfer these impressions into words. Smells are a component of the world picture of the people [2], therefore the study of the fragment that constitutes the odorative vocabulary is a significant contribution to the development of linguistic research.

There is a growing body of research examining the perception of scents and the description of experiences through words [1, 3, 5], particularly in the perfume discourse available in comments [5]. The material of this study was reviews of perfumes from the site *Fragrantica* [4], which is the leader in Ukraine in terms of perfume reviews. Today, *Fragrantica* has turned into a global community, available in several languages, including Ukrainian, making it accessible to a Ukrainian-speaking audience.

Five perfume notes were selected for analysis: jasmine, lilac, rose, cherry and raspberry, which were analyzed in 54 reviews of perfumes with this component.

The jasmine note is a complex mixture of different characteristics. After analyzing the comments, several thematic groups can be identified, for example, a description that conveys an emotional or taste sensation. The following groups are distinguished: visual, sound, taste, emotional, temperature and tactile perception, descriptive and metaphorical characteristics, aroma prestige. According to temperature perception, some commentators consider the jasmine aroma "warm" and others "cold". This discrepancy in perception may be due to personal preference or perception of the jasmine aroma. Descriptive characteristics used to describe jasmine were "mysterious", "brilliant", "intense" and "simple". They indicate the complexity and multi-layeredness of the jasmine smell. The metaphorical impressions of jasmine also deserve attention. Users have used such interesting phrases as "spherical in a vacuum" and "understandable, familiar, but with iridescence", which emphasize the uniqueness of the jasmine note. It is also worth noting that the adjective "rich" was found twice in reviews of perfumes with a dominant note of jasmine. Also taking into account the adjective "luxurious" and "simple", it can be concluded that the fragrance can give a certain status to the person who wears this perfume, but it can be enjoyed by everyone.

Jasmine evokes various emotions in commentators. One commenter noted that the scent is "addictive" and that the scent of jasmine makes the person "feel the power to create and move forward." However, others find it "boring" or "tiring". This emotional perception suggests that the jasmine note can bring to mind a wide range of feelings and emotions. In one review, there was even a comparison of jasmine with "steel", so it can be assumed that this is a really strong and complex aroma.

Dominant note	Classification of odorative adjectives			
	Sound perception:	Visual perception:	Emotional perception:	Taste perception:
Jasmine	<i>transparent-ringing loud</i>	<i>bright attractive</i>	<i>exciting makes feel the power to create and move forward</i>	<i>sweet-poisonous warm-sweet</i>
Lilac	–	<i>beautiful it smells like a May garden, well watered by the evening rain</i>	<i>causes euphoria</i>	–
Rose	–	–	<i>playful, associations take me somewhere in the last century</i>	<i>honeyed sugary sweet juicy</i>
Cherry	–	<i>chic, luxurious</i>	–	<i>sweet tasty compote sour juicy</i>
Raspberry	<i>ringing</i>	<i>chic</i>	<i>cheerful pleasant positive</i>	<i>sour sweet</i>

Commentators' impressions of **lilac aroma** can be divided into three categories of perception: visual, tactile and emotional. Visually, some commentators have described the lilac-dominant perfume as "beautiful", "sophisticated", "subtle", "watery", "naturalistic", "photorealistic" and even that the fragrance "smells like a May garden well watered by evening rain". In general, users associated the smell with spring. Speaking of tactile perception, one commenter describes the scent as "gentle." This proves that the smell is not too strong and sharp, but rather subtle and pleasant. Finally, the emotional perception of the fragrance was extremely positive. One commenter finds the note "absolutely stunning", while two other users said it was "euphoric". These strong emotional responses indicate that the smell has a powerful and invigorating effect on those who smell it.

The aroma of roses has captivated people for centuries, and continues to do so today. Fragrantica users have shared their thoughts and feelings about this rose-dominant perfume, and it's interesting to analyze how they perceive it differently. Some

described the fragrance in terms of its tactile perception, using words such as "wet", "soft", "comfortable". Others commented on the visual perception of the rose note, choosing descriptions such as "clean", "sophisticated", "slightly retro" and "juicy". Analyzing these words, the fragrance may conjure up images of a freshly plucked rose or an old perfume bottle. Even more, the impressions of the smell of the rose from the point of view of temperature perception diverged, because for some it turned out to be "warm" and for others "cold". However, the word "cold" was used twice in reviews of rose perfumes. Such a discrepancy may be related to individual associations and memories of this flower. Taking into account the emotional perception of the rose note, the words "playful", "dramatic", "noire", as well as "associations take me somewhere in the last century" indicate that this note is vivid and can take you back in time. Finally, some commentators have described the aroma of rose in terms of its taste perception, using words such as "honeyed", "sugary" and "sweet". The word "sweet" was used five times in relation to this note, which makes it clear that this is the main characteristic of the smell.

The cherry note collected the most descriptions from the taste category. The adjectives "sweet", "tasty" and "sour" vividly convey the impression of the aroma of this note. In addition, the aroma was compared three times with compote, a drink that combines the above-mentioned characteristics. The visual perception of the cherry smell is described as "juicy", so it evokes the image of a ripe cherry. The aroma is sensual and possibly provocative by emotional impression. After all, some commentators perceive the cherry note as "playful" and "seductive". Finally, some commentators have described the fragrance as "elegant", "luxurious" as well as "gentle", expressing its status and tactile characteristics.

Analysis of "**raspberry**" comments that perfumes with a dominant note of raspberry evoke a series of associations similar to cherry. Five people noted that the aroma is "sweet", four - "juicy", and two - "sour". The emotional perception of the note was different and generally positive. The adjectives "cheerful", "pleasant" and "positive" were used in relation to the raspberry aroma. It is also visually perceived as "fresh", tactilely as "gentle" and status-wise as "chic". Also, one user considers the smell "ringing" when associating it with sound.

Overall, the study highlights the value of reviews and comments as a valuable source of vocabulary for analysis and advances our understanding of the role of odorative vocabulary in the linguistic picture of Ukrainians. Describing the perception of smell with words requires special language skills. Transferring one's sensations from the sensory sphere of smell to words develops the language personality and imagination. Odorative vocabulary of the Ukrainian language is an important element of linguistic culture and is inextricably linked with the national identity of Ukrainians. After all, the aromas and smells of our homeland, flowers and other elements that surround us have become not only part of our language experience but also our perception of the world around us. A large number of odorative words make the Ukrainian language unique. It gives the opportunity to describe aromas using a variety of words and expressions that convey various emotions, associations, and mental

images. This analysis indicates the need for further research on this topic and the application of a wide range of analysis methods.

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