

7th International Conference on Corpus Linguistics: Current Work in Corpus Linguistics:
Working with Traditionally-conceived Corpora and Beyond (CILC 2015)

‘Perfectly smooth, creamy and full flavoured’: Online cheese descriptions

Belén Labrador*, Noelia Ramón

University of Leon, Campus de Vegazana s/n, Leon 24071, Spain

Abstract

This paper presents a corpus-based analysis of online cheese descriptions in English. These texts follow specific conventions which make them recognizable as belonging to a particular subgenre. In this study we will follow Swales’ move-step method to establish the rhetorical structure, and a subsequent lexico-grammatical analysis will provide relevant information such as common phraseological and lexical suggestions for each move and step. The final aim of the study is to produce a writing tool for Spanish-speaking professionals in the dairy industry to assist them in the production of this specific text type.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of Universidad de Valladolid, Facultad de Comercio.

Keywords: Corpus; cheese descriptions; genre; rhetorical structure; lexico-grammar; ESP.

1. Introduction

This paper presents a macro and micro-linguistic corpus-based analysis of online cheese descriptions in English. Nowadays, in the region of Castile and León, a number of small companies devoted to tourism and the manufacturing of food products are interested in internationalizing their services and, thus, expanding their trades to other countries. This implies a growing need for linguistic services, not only direct translation and/ or interpreting services, but also services involving assistance in professional writing for various purposes. The ACTRES project currently in progress at the University of León, Spain (<http://actres.unileon.es>), aims at meeting this need by building software for professional writing in a number of different fields, including wine tasting notes (López-Arroyo and

* Corresponding author. Tel.: +34-987-291-090; fax: +34-987-291-099.

E-mail address: belen.labrador@unileon.es

Roberts, 2014), heritage recipes, herbal teas, rural accommodation, online advertisements (Labrador, Ramón, Alaiz and Sanjurjo, 2014), and others. In the same line, the present study aims at providing a detailed account of online cheese descriptions, to help Spanish-speaking professionals in the dairy industry to write this specific text type.

Online cheese descriptions follow specific textual conventions which make them recognizable as belonging to a particular subgenre. These conventions imply a common overall structure where all the texts contain a similar arrangement of purposeful communicative units determined by the context of use: “language use in a conventionalized communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution which gives rise to stable structural forms by imposing constraints on the use of lexico-grammatical as well as discoursal resources.” (Bhatia, 2004: 23).

Several authors have proposed ways of describing the different functional units within texts that identify them as belonging to a particular genre or subgenre, including the typical linguistic features associated to each unit (Bhatia, 1993, 2004; Swales, 1990, 2004; Biber et al., 2007). Swales’ move-step method has been used to establish the rhetorical structure of online cheese description in this study. According to Biber et al., a move “refers to a section of a text that performs a specific communicative function. Each move not only has its own purpose but also contributes to the overall communicative purpose of the genre” (Biber et al., 2007: 23). A move can be further divided into steps to give an account of more detailed rhetorical structures. All these purposes together contribute to shaping the lexical content and style of texts in a particular genre so that all the texts exhibit “various patterns of similarity in terms of structure, style, content and intended audience” (Swales, 1990: 58). A preliminary analysis of a small number of online cheese descriptions provided a tentative list of rhetorical tags to be used in the process.

A corpus-based methodology has been used here for extracting the relevant information to produce a writing tool. The corpus consists of 150 cheese descriptions in English, in all cases dealing with a wide range of cheeses produced in the UK. All the texts were downloaded from websites of either cheese manufacturing companies or more general websites describing different types of cheese.

The final product obtained from the research will be a computer tool designed to assist in the writing of online cheese descriptions in English, providing the relevant rhetorical and lexico-grammatical information for this particular text type.

2. Data and method

This is a corpus-based study where all the empirical linguistic information has been extracted from authentic material: online cheese descriptions. A total of 150 texts were collected from British websites of cheese manufacturing companies or general websites about British cheeses. The corpus contains all in all 23,089 words, with an average number of approximately 154 words per text.

A preliminary analysis of a small number of texts provided a tentative list of rhetorical tags to be used in the process. These labels will be employed to tag the texts with an ad-hoc tagger, which will later enable us to extract concordances in particular moves, steps or sub-steps. By observing the concordance lines, the specific phraseology typical of a particular move or step is thus easily retrieved. A total of 8 different moves, some of them with steps were identified in cheese descriptions, including tags such as the geographical and historical provenance of the cheese, the type of milk and rennet used, and serving suggestions like food and drink pairing. A detailed analysis will be carried out to obtain the most relevant lexico-grammatical elements contained in each move and step to produce a number of model lines which may function as suggested phrases for the writing of online cheese descriptions on the part of non-native speakers.

Download English Version:

<https://daneshyari.com/en/article/1110944>

Download Persian Version:

<https://daneshyari.com/article/1110944>

[Daneshyari.com](https://daneshyari.com)