THE TERMINOLOGY OF COSMETICS IN ROMANIAN DICTIONARIES

Iulia Drăghici

Abstract

The terminology of cosmetics (TC) puts the Romanian specialized cosmetic vocabulary in direct relationship with the common lexis and emphasizes the ability of the Romanian language to get richer through assimilated lexical loans (Frenchisms, Anglicisms, Italianisms) or by stimulating its lexical creativity (calques/loan translations, compounds, derived words etc).

The present paper is based on the finding that the terminology of cosmetics has not yet been studied systematically in Romanian linguistics. Our approach is mainly descriptive and, on the one hand, it tackles the dynamic semantics of the “old” TC terms (mainly Frenchisms) with respect to the meaning of their first “appearance” in Romanian dictionaries. On the other hand, it analyzes the category of “absolute” novelties (concealer, gloss, lipstick, peeling, smokey eyes etc.) which includes Anglicisms still unrecorded in Romanian dictionaries, but whose (frequent) use is certified by the current general discourse of cosmetics and body care techniques. The corpus of the TC terms under investigation is taken from Romanian popular beauty catalogues and glossy magazines (Avon, Bravo Girl, Cool Girl, Cosmopolitan, Glamour) as well as from specialized training courses on cosmetics (Curs de cosmetică profesională, Manual de cosmetică).

Therefore, our study follows the evolution of the terms from their emergence as neologisms in the dictionaries used, the relationship with the already existing synonyms in the language, the extension or reduction of their meaning etc. We consider that the investigation of the terminology of cosmetics in the Romanian language proves rewarding both for lexicology and semantics as well as for terminography and lexicography through highlighting new terms or new meanings,

* Iulia Drăghici is at the Romanian American University in Bucharest.
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already validated by current usage. It is our hope for this research to be the starting point in the making of a mini-dictionary of cosmetic terms in current Romanian.

Keywords: Anglicisms, calque, loan, neologisms, vocabulary.

JEL Classification: Y90

1. Introduction

Terminology is considered, irrespective of its many interpretations, a relatively recent science. Numerous studies (Bidu-Vrăceanu 2000, 2001, 2005, 2007, 2010) show various specialists’ special interest for 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) (Bidu-Vrăceanu 2010).

Therefore, strictly speaking, the main interpretation of terminology is the internal terminology or the terminology of specialists for specialists (Bidu-Vrăceanu 2007: 20). 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 (Bidu-Vrăceanu 2007: 9, 16-18, 155-156) which leads to a more complex type of terminology, of high interest for non-specialists, called external terminology. (Id: 23-25). 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 (Mots, termes et contextes, 2006) 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 (Bidu-Vranceanu 2007: 50). 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 (Bidu-Vranceanu 1993: 58-63; 2007: 71-103). Consequently, the opening of scientific codes can be assured 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. (Bidu-Vranceanu 2007: 48-52).

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 (CADE², DLRM³, DEX¹⁴, DEX²⁵, MDN⁶, DCR³⁷), starting from a corpus of cosmetic terms that appear

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² Candrea, I.A. and Adamescu, Ghe. 1929-1931, The Illustrated Enciclopedic Dictionary of the Romanian Language Today and Yesterday (Dicționarul limbii române din trecut și de astăzi), Bucharest, Cartea Românească Publishing Press;
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 (Gheție, 1982: 13-16). One cannot speak of the terminology of cosmetics until the beginning of the 20th century when it is only some terms that make their first appearance 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 et c., 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 languages 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: Şampon (<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”) (DLRM:311). 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”) (DCR3:495). 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”) (DCR3:495).

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), antimitătreată (anti-dandruff) (cf. fr. anti-pellicule), antioxidant (cf. fr. antioxidant), antiseptic (cf. fr. antiseptique).

2.2.2. Semantic calque (meaning loans). Unlike the phraseological loan (which consists in 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* (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 hidratant) / 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 loans: cosmetic/cosmetică (cosmetic product/cosmetics) (<fr. cosmétique), cremă (cream) (<fr. crème), fard (blush) (<fr. fard), loțiune (<fr. lotion), machiaj (make up) (<fr. maquillage), pomadă (ointment) (<fr. pommade), pudră (<fr. poudre), ruj (lipstick) (<fr. rouge), pe lângă împrumuturile vechi, din greacă sau latină: săpun (soap) (<ngr. *σαπόνι*, <lat. sapōnem). O altă categorie este cea a împrumuturilor din limba turcă: boia/boieli (make up) (<tc.

8 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, DEX1); together with the Anglicism gloss (DCR3:267), 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, accessed June 13, 2014)
boya), cimbistră (tweezers) (<tc. țimbistra), ojă (nail polish) (<tc. oje), suliman/sulimeneală (make up) (<tc. 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 it is still used, in spite of the competition it gets from the Anglicism nail polish. DEX1, DEX2, DCR3 record neologcal loans from Romance languages, for example, French: şampon (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) este mult mai rar.

In what follows we will analyze the lexicographical definitions for a part of the corpus of our thesis⁹, from the paradigmatic point of view, focussing on the frequency of the denotative cosmetic meaning usage and the appearance of conotative 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 sintagmatic 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) (<tc. boya) appears in CADE as „văpsea, faptul de a boi” („paint/dye, the act of painting/dying”), 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, DEX1 and DEX2 recording it as an archaism. Surprisingly enough, DCR3 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 conotation as well.

It becomes apparent, as in the case of other terminologies and specialized languages (IT terminology - Zafiu 2001:89), that the terminology of cosmetics

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⁹ Terms in the Annex marked by capital letters.
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 „ointments”. 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”). DEX1, DEX2 and MDN preserve the meaning of „produs cosmetic” („cosmetic product”) for the neuter noun COSMETIC. In everyday communication, it is no longer 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 îngrijii pielea, părul cu cosmetice” („to take care of one’s skin, hair by using cosmetics”), with the secondary meaning „a înfrumuseță artificial, a masca” („to artificially beautify, to cover/mask”) (*<Engl. cosmetize*), bearing the diastratic marker *fig.*, a meaning that DCR3 records first of all. Wider interst communication is thus characterized by a 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, DEX1, DEX2 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, ceruși, 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 DEX2 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 (Bidu-Vrăanceanu 2007: 48-52) 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 ghete = preparat pentru ungerea și lustruirea încălțăminte de piele” („boot cream/polish=product for leather footwear”).

DCR3 only records the general definition – „cremă de consistență unei paste” („cream having the consistency of a paste”), offering examples from the terminology of gastronomy as 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 crème de față (face cream) (cf. Fr. crème [du] visage) / crémă 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 CADE, havin 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, DEX2 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 tem 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. In some contexts in Romanian mass-media, *fard de obraz* alternates with the Anglicism *blush* (<Engl. *blush*). The same situation can be found in mass-media abroad, for example in France; similarly, *fard de buze* is used in the same context as the Anglicism *lipstick* (<Engl. *lipstick*), both in Romanian and in foreign 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 DEX1 record a unique meaning, for the technical field: „blocare a segmentilor 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

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10 “Veți 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).

11 „Kim Kardashian, într-o rochie bizară în Paris, semănă 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 for excentric *blushes*...”) (C, 1/2013, p. 26).


13 „*Fardul de buze* Beautylusicious: un *lipstick* de ultimă generație...” („the Beautylusicious *fard de buze* : a latest generation *lipstick*”) (U, 11/2012, p. 7);

14 „*FARD À LÈVRES ROUGE* Pure *Lipstick*” (http://www.beautylish.com/p/yves-saint-laurent-4611)
contains formulations addressed to specialists and fails to achieve the necessary disambiguation.

It is only DCR3 that records the appearance of a new meaning for this word, diastratically marked for the cosmetic field: „procedeau 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. DCR3 mentions a double etymology for this term, first English and 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 diastratic markers that general dictionaries operate with, with the notable exception of DCR3. This reflects the cosmetic specialization more rigorously, by diastratic 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 registered 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), TUŞ (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.

   ex.: a). FOND (foundation) (fond de ten (skin foundation) - DEX2, while fond de pleoape (eyelids foundation) is not recorded), LAC (varnish/lacquer) (lac-fixativ (hair spray) - DCR3, while lac de unghii (nail polish) is not recorded);
   b). A ŞAMPONA (to shampoo) (expanded meaning „to wash using shampoo”, but used in other contexts than the cosmetic one) (DCR3);
   c). COSMETIC (cosmetic product) (neuter noun) (DEX1, DEX2 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 started from the former.

   ex.: 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\(^{15}\) as well as etymological information (absolutely necessary), all of it being extremely important in the context of the current lexis accentuated dynamics.

As a result of analysis, we can conclude that dictionaries do not keep pace with this 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 form the terminology of cosmetics: some of these are not included in the dictionary, despite their usage frequency (lipstick, nail polish). Consequently, the role of the dictionaries is crucial to ensure the transparency of cosmetic terms (including Anglicisms) that non-specialist/partially specialized speakers need.

Bibliography


\(^{15}\) Frequently, there is a remarkable absence in DEX2, 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 actual 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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Dictionaries


ANNEX

Cosmetic Terms

BOIA/BOIALĂ

COSMETIC

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

FARD (de buze/ obraz/pleoape)

GOMAJ

The role of transport services in the economic development of Romania