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Means of creating perfumery and cosmetics terms in the Russian, Ukrainian and Polish languages

Abstract: This article is focused on the mechanisms that are used for perfumery and cosmetics terminology formation in the Russian, Ukrainian and Polish languages based on material from modern dictionaries and internet sources. **The subject** of the research is the means of creating perfumery and cosmetics terms in three Slavic languages. As a **result**, universal tendencies towards integration, differentiation, internationalization and unification of the language means in its structural, semantic and genetic aspects are determined. The research is based on the synchronic and partially diachronic approach with the use of componential analysis and the method of definition. **Findings.** The specificity of the perfumery and cosmetics terminology in closely related Slavic languages results from extralinguistic and intralinguistic factors, from native language laws of functioning and its special denotative correlation that manifests itself both in the nominative and the semasiological aspects. The following term-forming mechanisms proved to be typical: terminologization of common words, lexical term borrowings from other languages, transterminologization, special words modelling with

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the help of Greek and Latin elements, borrowed models, reduplicate terms, model-forming words, word-forming calques, contracted words, as well as the undivided naming process in the form of multi-component word combinations.

Key words: terminology, perfumery, cosmetics, term-forming mechanisms, borrowings.

The problems of term creation to systematise and normalise special vocabulary in order to “optimally demonstrate distinctive features of a notion, its correlation with other lexemes belonging to the same semantic field”¹ are the centre of modern linguistics attention. One of the most rapidly developing systems in the Russian, Ukrainian and Polish languages is perfumery and cosmetics terminology. It is a subsystem that includes spontaneously created terms with common semantics, and that is formed on the basis of logical and semantic links in the perfumery and cosmetics sphere.

Perfumery and cosmetics vocabulary was analysed by Z. Gandaloyeva (the term system of perfumery and cosmetics manufacturing in the English language), N. Hymer (terminology of cosmetics and cosmetology in the Ukrainian language), Ye. V. Kolomiyets (names of perfumes and cosmetics in the Russian language), T. Hołówka (names of soap and perfumery products)². Nevertheless, a comparative analysis of perfumery and cosmetics term formation mechanisms has not been conducted on the Slavic languages so far.

¹ V. S. Zvyagintsev, *Normalizatsiya i kodifikatsiya meditsinskoy terminologii v usloviyakh variantnosti: avtoref. dis. ... kand. filol. n.*, Moskva 2017, p. 13; the definition and the context help the term to find its place in the structure analysed: J. C. Sager, *Practical Course in Terminology Processing*, Amsterdam 1990, p. 48.

² Z. S. Gandaloyeva, *Istoriya razvitiya sfery parfyumernogo i kosmeticheskogo proizvodstva i yeye vliyaniye na formirovaniye sootvetstvuyushchey terminosistemy v sovremennom angliyskom yazyke. V mire nauchnykh otkrytiy*, 2015, 3.7; *Osnovnyye tematischekiye gruppy angloyazychnoy terminologii sfery parfyumernogo i kosmeticheskogo proizvodstva. Vestnik Voronezhskogo gosudarstvennogo universiteta*. Seriya: Lingvistika i mezkul'turnaya kommunikatsiya, 2016; 2.; N. O. Hymer, *Leksyka kosmetyky ta kosmetolohiyi suchasnoyi ukrayins'koyi movy: avtoref. dys., kand. filol. n.*, L'viv 2010; Ye. V. Kolomiyets, *Naimenovaniya sredstv parfyumerii i kosmetiki v russkom yazyke XI–XXI veka: etimologiya, struktura, semantika: avtoref. dis.kand. filol. n.*, Moskva 2011.

Since ancient times some diseases have been diagnosed with the help of the olfactory senses. It has been not only the medicinal properties of perfumery and cosmetics that have mattered, but also their aesthetic impact, which has helped to improve one's appearance and make it look beautiful. Modern scientists are investigating the influence scents have on human behaviour. For this purpose, researchers are using perfumery and cosmetics products in marketing, in teaching adults and children, in researching the mechanisms of memory, in overcoming human depression, and so on.

In the 21st century perfumery and cosmetics products (hygienic, decorative, theatrical, medicinal) are regarded as components that fully meet the demand for people's everyday lifestyle habits. At present perfumery and cosmetics vocabulary is being actively enriched with new terms. In the Slavic languages they have begun to express additional axiological meanings, spiritual and vital human values ("beauty", "youth", "health", "development", "physical and aesthetic improvement"), an individual's and people's idea of perfectness, and also positive and negative emotions connected with the potential of the smell as a phenomenon of nature and culture that has an impact on human worries and feelings.

It is noteworthy that the number of new terms is increasing, and special dictionaries lacking the terminology under analysis need managing. The role of the term creation in the processes of categorization and conceptualization of perfumery and cosmetics names needs further consideration, too. There has also been little research into the following problems: what principles were used to form perfumery and cosmetics terms; the extent of term creation means such as terminologization, borrowing, modelling; the reasons for selecting these means in the Russian, Ukrainian and Polish languages. All the enumerated problems make it relevant to analyse perfumery and cosmetics term formation mechanisms in closely related Slavic languages.

The purpose of this article is to research the perfumery and cosmetics term-forming mechanisms in the Russian, Ukrainian and Polish languages.

The methods of the research are comparative and componential analyses, definition, also descriptive analysis with a synchronic and partially diachronic approach. Comparative analysis helped to determine universal and innovative patterns of the term-forming mechanisms in the investigated languages. Regular naming processes point at their common tendencies and laws that

determine term formation in modern Slavic languages. Componential analysis was conducted to perform semantic structures of special terms as a combination of semantic elements. They are: – integral (i.e. the main hyponymic features that combine terms into separate groups); – differential (i.e. additional semantic features that are different in special terms). Also definitions of perfumery and cosmetics terms were analysed in order to reveal their inner structures.

The object of the study is perfumery and cosmetics terms selected consecutively from Russian, Ukrainian and Polish dictionaries, dictionaries of foreign words, and websites of the early 21st century. The whole body of terms constitutes 2223 special words and word combinations.

Perfumery and cosmetics terminology is a set of scientific and technological terms (words and word combinations) created in the process of historical development as a result of knowledge and activity accumulation, comprehension in the two spheres, and whose term-forming elements denote perfumery, hygienic and decorative cosmetics, and at the same time function for the purpose of communication in the perfumery and cosmetics spheres.

Perfumery and cosmetics terminology forms a rather stable system of “independent nominative units joined into one class and characterised by functioning in the common sphere of activity”³. They represent scientific knowledge, namely general scientific terms and professionalisms, that is connected with two spheres of activity.

The process of creating perfumery and cosmetics vocabulary has a number of external and internal grounds. To extralinguistic factors belong objective reasons for perfumery and cosmetics spheres of activity being generated and developed, crafts being singled out, and afterwards perfumery and cosmetics being manufactured. This all resulted in the active process of perfumery and cosmetics term creation aimed at human pragmatical needs and interests. Here we can observe, for instance, words from the national corpus, native words of unambiguous semantics: Russian (Rus.) *благовония* “aroma substances”⁴ (BTS, p. 81), Ukrainian (Ukr.) *пахощі* “1. scents; 2. rare perfume”⁵, Polish (Pol.) *pachnidło książk.* “substancja pachnąca

³ K. Ya. Averbukh, *Obshchaya teoriya termina*, Moskva 2006, p. 193.

⁴ BTS, p. 81.

⁵ SUM VI, p. 101.

mocno i przyjemnie, używana jako kosmetyk lub w podobnej funkcji” (WSJP PAN); *ополаскиватель*, Ukr. *ополіскувач*, Pol. *nabłyszczacz*; Rus. *подводка*, Ukr. *підводка*, Pol. *kredka do oczu*.

Intralinguistic (linguistic proper, internal) factors are caused by the system specificity of every national language and its terminology subsystem, as well as by speech factors, to which belong (after N. D. Golev) experience, language mechanisms, an individual's psychology, and the character of the communicative intention⁶.

There still does not exist a generally accepted thematic classification of perfumery and cosmetics products, which proves the variability in their vocabulary: 1) perfumery products: perfume, Eau de Parfum, Eau de Toilette, fragrance, cologne, smoking sticks; 2) cosmetic products: skin-care for hands and face (Rus. *крем для рук, мыло, лосьон*), oral care (Rus. *эликсир, зубная паста, зубной порошок*), haircare (Rus. *шампунь, масло для волос*), body skin-care (Rus. *крем для ног, дезодорант*) and their subclasses, groups, subgroups that are classified according to their most prominent features in two spheres: 1) in perfumes – depending on the type of the material (natural or synthetic fragrances); 2) in cosmetics – depending on the purpose they are used for (hygienic, curative and protective, decorative, theatrical make-up); and on their structure (cream, powder, solid, liquid)⁷.

In this article perfumery and cosmetics vocabulary is divided into the following classes: general scientific (Rus., Ukr. *система, структура, метод*, Rus. *процесс*, Ukr. *процес*, Pol. *system, struktura, metoda, proces*), general technical (denotes cars, mechanisms, tools, operations: Rus. *дезодоратор, дозатор, касета, дистилляция, диффузия*, Ukr. *дезодоратор, дозатор, касета, дистилляція, дифузія*, Pol. *dezodorant, dozownik / dawkownik / dozator, kaseta, dystylacja, dyfuzja*), inter-sectoral terms (for instance, medical Rus. *целлюлит*, Ukr. *целюліт*, Pol. *cellulit*, Rus. *псориаз*, Ukr. *псоріаз*, Pol. *łuszczyca*), anatomical (Rus., Ukr. *колаген*, Pol. *kolagen*), chemical (Rus. *альдегид*, Ukr. *альдегід*, Pol. *aldehyd*), phytological (Rus., Ukr. *мускус*, Pol. *piżmo*, Rus. *начули*, Ukr. *начулі*, Pol. *paczula*) et al.).

⁶ N. D. Golev, *Dinamicheskii aspekt leksicheskoy motivatsii*, Tomsk 1989, p. 52.

⁷ A. Yu. Krivova, V. Kh. Paronyan, *Tekhnologiya proizvodstva kosmeticheskikh produktov*, Moskva 2009, p. 69, 324.

The basic terms in this terminological subsystem are the hyperonyms 'perfumery' and 'cosmetics' and their derivatives: Rus. *парфюмерия* "1. *collective* fragrances (perfume, cologne, soap, et al.), for cosmetic and hygienic use; 2. perfume industry; 3. manufacturing and trade; 4. a department store where perfume products are sold", *парфюмерный* (*парфюмерные товары, парфюмерный запах*), *парфюмы / парфюм*⁸, Ukr. *парфумерія* "1. *collective* cosmetic products (perfumes and others), usu. with a pleasant scent; 2. cosmetics industry", *парфумерний, парфум*⁹, Pol. *perfumiarstwo daw.* "wyrób perfum, fabrykacja perfum i kosmetyki", *perfumeria* "sklep, w którym sprzedaje się perfumy i kosmetyki", *perfumeryjny, pefrumiarski, perfumowy, perfumy* (SJP PWN), Rus. *косметика* "1. the art of skin and face care; 2. *collective* a special preparation applied to the body, especially the face, to improve its appearance", *косметический* (*косметический салон, косметические средства*), *косметичка, косметолог, косметология*¹⁰, Ukr. *косметика* "1. changes and improvements intended to improve the appearance of something; 2. *collective* a cream or other substance that you put on your skin, hair, etc. in order to improve its appearance", *косметичний, косметичка, косметологія*¹¹, Pol. *kosmetyka* "1. stosowanie preparatów kosmetycznych i zabiegów w celu upiększania i pielęgnacji ciała; 2. sztuka upiększania i pielęgnowania ciała i włosów; 3. nadawanie czemuś estetycznego wyglądu", *kosmetyki* "środki do oczyszczania, pielęgnowania i upiększania skóry, włosów, paznokci i oczu, także do maskowania defektów urody", *kosmetyczny, kosmetyczka, kosmetyk, kosmetologia* (SJP PWN).

Being closely related in their use, these hyperonyms are arranged into a group of synonyms with common characteristics for different objects and situations. For instance, the generic notion of the term *парфюмерия* ("aroma hygiene products") is "product", which has its differentiating hyponym "synthetic, fragrant", that can be performed in synonymous hyponyms *парфюм, духи* (Rus. *душить, душиться, подушить, подушиться, надушить, надушиться, раздушить раздушиться*), *одеколон, одорант, саше* ("sachet"), *умаснить*

⁸ BTS, p. 784

⁹ SUM VI, p. 82.

¹⁰ BTS, p. 461.

¹¹ SUM IV, p. 306.

“to slather on aromas”. For the term *косметика* (“a preparation, care applied to the body (skin, hair, teeth and nails) to improve its appearance”) the hyperonym “care for” with the differentiating hyponym “skin” is presented in synonymous hyponyms Rus. *маска* (*наложить маску*), *маникюр*, *маникюрия*, *педикюр*, also in *лосьон* (“a liquid, usually aqueous or sometimes alcoholic, that you put on your skin to protect it”), *крем*, *вазелин*, *помада* (“fragrant cream”), *помадить*, *помадиться*, *напомадить*, *напомадиться*, *кольдокрем*, *косметология*, *косметолог*, *хна*¹².

In terms of scientific and technological developments of the perfumery and cosmetics spheres the process of term creation in the Russian, Ukrainian and Polish languages can be roughly divided into several periods: 1) from the 11th – 12th till the 17th centuries – prescientific period – primary notions of aromatherapy and cosmetic products began to appear; 2) the 18th century – first terms were created, other terms were actively borrowed from French and other languages; 3) 19th – mid 20th centuries – the perfumery and cosmetics industries intensively developed, and increased production generated the corresponding term creation; 4) mid 20th – early 21st centuries – phonetic, graphical and lexical assimilation of term borrowing continued, the international perfumery and cosmetics vocabulary was created on the basis of Greek and Latin heritage, and new perfumery and cosmetics terms were borrowed from the English language. It is noteworthy that the process of borrowing special words and phrases from other languages is characteristic of all the periods of perfumery and cosmetics term development.

The body of perfumery and cosmetics terms is not homogeneous in the Russian, Ukrainian and Polish languages – one-word terms, word-combination terms. The group of one-word terms is subdivided into unproductive (root morphemes such as Rus. *флакон*, Ukr. *флакoн* / *пляшечка*, Pol. *flakon* < French *flacon* ‘vial’) and productive (affixational morphemes – Rus. *ванилин*, Ukr. *ванілін*, Pol. *wanilina*, Rus. *закрепитель*, Ukr. *закріплювач*, Pol. *utrwalacz*; compound words with two root morphemes – Rus. *автозагар*, Ukr. *автозасмага*, Pol. *samoopalacz*; hyphenated terms such as Rus. *маска-пилинг*, *карандаш-тени*, Ukr. *маска-пілінг*, *олійка-догляд*, Pol. *maseczka peeling*; abbreviated terms: Rus. *BB-крем* < English *Blemish Balm cream*, *CC-крем* < English *Color Control cream*).

¹² O. S. Baranov, *Ideograficheskiy slovar' russkogo yazyka*, <http://rus-yaz.niv.ru/doc/ideographic-dictionary/index.htm#prim> [Accessed: 10 April 2020].

Common nouns can form “terms, the semantic volume of which in special usage is equal to their semantic volume in everyday usage”¹³. They constitute not more than 3 % of the total number of the terms gathered in the three languages. These special terms are rather important as they can form a great number of derivatives and serve as hyperonyms in attributive and prepositional multi-word combinations.

In the prescientific period of accumulating perfumery and cosmetics knowledge the body of the national language was used (the principle of so-called self-reliance). In the Russian, Ukrainian and Polish languages special vocabulary denoting incense, decorative substance was widely used by the Slavs for treatment in everyday life, in religious rituals¹⁴.

The original perfumery and cosmetics terms that are widely used in modern Slavic languages can be divided into the following thematic groups: 1) substance properties, cf. Rus. *запах* “substance property that can be smelled”, in the Russian language since the 11th–17th centuries *запахъ* < from the East Slavic **запахъ*, a derivative with the ending -ъ from the verb stem **запахнѣти*: *Приятный запах. Резкий запах*¹⁵: “*Запах*”: in perfumery the word denotes raw material and ordinary shades of smell, cf. the word *аромат*, the smell of the processed material” (SP); Ukr. *запах* “the property of a substance, objects that have a smell // something that can

¹³ S. V. Grinev-Grinevich, *Terminovedeniye*, Moskva 2008, p. 124.

¹⁴ “The words “scent” and “aromatic substance” have been known to the East Slavs since the 11th–12th centuries. Initially aromatic substances were used in Kievan Rus during Orthodox worship and burial. The first information on aromatherapy is dated by the 13th–14th centuries”, cited from E. Kolomiychuk, *Perfumery and cosmetics names in the Russian language of the 11th–21st centuries: etymology, structure, semantics: dissertation abstract for the degree of Candidate of Philological Sciences*, Moscow 2011, p. 4; “On the appearance of cosmetics terminology in the Ukrainian language we can only speak beginning with the 16th century... It is indicated in the historical dictionaries that the period of the developing Ukrainian special lexicon in the perfumery and cosmetics sphere (16th–17th centuries) is marked by the appearance of the native cosmetic terms: *молочко, облива, нечисть, короста*. It can be concluded that during the 18th – first half of the 19th centuries the native Ukrainian terminology was gradually formed. It is proved by the functioning of the lexemes: *ожиріння, облісіння, мило, барвник, омолодження*”, cited from N. Hymer, *Cosmetics and cosmetology vocabulary in modern Ukrainian language: dissertation abstract for the degree of Candidate of Philological Sciences*, Lviv 2010, p. 6; „W Polsce za początek produkcji kosmetyków na skalę przemysłową uznać można dopiero lata 20-te XX wieku. Powstają wówczas takie firmy kosmetyczne jak: Schicht-Lever (późniejsza Uroda), Miraculum i Ewa”, op. cit. HS.

¹⁵ BTS, p. 336; A. K. Shaposhnikov, *Etimologicheskii slovar' russkogo yazyka* (t. I–II). Moscow 2010, p. 300.

have a smell”¹⁶, Pol. *zapach* < rzeczownik od dawnego (od XV w.) przedrostkowego czasownika *zapachać* ‘wydzielać przyjemną woń’ “1. właściwość jakiejś substancji, którą można poczuć, zbliżając do niej nos i wciągając do niego powietrze; *woń*; 2. substancja dodawana do potraw lub kosmetyków, aby przyjemnie pachniały; *aromat, esencja*; 3. płyn lub nasączony nim kawałek materiału, wydzielający zapach – właściwość jakiejś substancji” (WSJP PAN);¹⁷ 2) *dairy products* – Rus., Ukr. *молоко, молочко* “a nutrient-rich, white liquid food produced by the mammary glands of mammals for the nourishment of their young; a liquid produced from seeds of fruit that resembles cow’s milk”, since 11th–17th centuries, Pol. *mleko, mleczko* < Proto-Slavic **мелко* with the final stress, a derivative with the suffix -*ко* from the stem, relative to Proto-Slavic **молка* ‘the place where milk leaks’; general Slavic **melko*¹⁸; Rus. *молочко для лица*; Ukr. *косметичне молочко для обличчя*; Pol. *mleczko do twarzy*;

3) *liquids* – Rus. *пена* “bubble mass that is formed on the surface of some liquids”, in 11th–17th centuries, Ukr. *піна*, Pol. *piana* < Proto-Slavic **пѣна*, from Indo-European *[*s*]peina / *[*s*]poina or *[*s*]peima / *[*s*]poima ‘foam’¹⁹; Rus. *пена для бритья*; Ukr. *піна для гоління*; Pol. *pianka do golenia*;

4) *aqueous solution* – Rus. *водка* has been known since the 16th–17th centuries with the meaning “medical tincture of herbs”. Native Russian word formation (free calque medical Latin *aqua vitae*?) with the suffix -*к(a)* (-*ьк(a)*)

¹⁶ SUM III, p. 247.

¹⁷ W języku polskim problem stanowi samo słowo „zapach”, które wydaje się neutralne, a niestety za każdym razem domaga się określenia (np. „przyjemny zapach”) i posiada swój negatywny odpowiednik, to jest „smród”. We współczesnej polszczyźnie rzadko używa się słowa „odór”, które zapożyczone z łaciny (*odor*) zostało pozbawione swojej wieloznaczności i znaczy dziś tyle co „przykry zapach”. Dla przykładu, w języku angielskim używa się słowa *odor* (w Stanach Zjednoczonych – *odour*), które oznacza zarazem „zapach”, jak i „smród”, ale i odrobinę więcej: *body odor* to „zapach potu (ludzkiego ciała)”, natomiast *the odour of sanctity* to już „aura świętości”, op. cit., M. Topolski, *Antropologia zapachu*, <http://muzea.malopolska.pl/czy-wiesz-ze/-/a/antropologia-zapachu?view=full> [Accessed: 10 April 2020]. The word *вонь* colloquial ‘odor’ in the Russian language of the 11th–17th centuries is known as *вон, вонь* ‘scent, incense’, but in the dictionaries dated 1704 it obtained the negative connotation ‘*odoriferous*’. From the proto-Slavic **вонѣа*, a derivative with the suffix -*ѣа* from the stem *в-* **он-*, relevant to **вон’ати*. The meaning “to smell bad” appeared in the Russian language fairly late, cited from Shaposhnikov, I, p. 140; in Polish *woń* (książk.) „zapach – właściwość jakiejś substancji” (WSJP PAN); „Wąchać oznacza więc dotykać skóry, widzieć obrazy przeszłości, słyszeć odgłosy miasta, poznawać smak potu. To inaczej przekraczać granice”. M. Topolski, op. cit.

¹⁸ Shaposhnikov, op. cit., I, p. 530; P. Ya. Chernykh, *Istoriko-etimologicheskii slovar’ sovremennogo russkogo yazyka*, Moscow 1999, I, p. 540.

¹⁹ Shaposhnikov, op. cit., II, p. 117.

from the noun *вода*. The two words (*водка* and *вода*) have the common feature of being clear²⁰; in Ukr. *горілка* (< *gorimu*), Pol. *wódka* < *woda* pierwotnie ‘coś zrobionego na wodzie, rozwodnionego’, z XVI w. (WSJP PAN); it is used in perfumery and cosmetology as a disinfectant and preservative;

5) *granular and compound substances* – Rus. *мыло* “a substance used with water for washing and cleaning, made of a compound of natural oils with sodium hydroxide or another strong alkali, and typically having perfume and colouring added; foam formed by dissolving soap in water”, since the 11th–17th centuries, Ukr. *мило*, Pol. *mydło* < Proto-Slavic **mydlo* – a derivative noun as an instrument, ending in *-дло* from *myti* ‘wash’²¹; Rus. *лечебно-косметическое мыло*; Ukr. *лікувально-косметичне мило*; Pol. *mydło lecznicze i kosmetyczne*; Rus. *мени* plural “coloured cosmetics applied to the eyelids or to the skin around the eyes to accentuate them”, *мень* in the 16th–17th centuries, Ukr. *міні*, Pol. *cień* < **мень* or **тень* (from **темнь* or **темнь?*), from Indo-European **temnis*, derived from the verb **tem[ə]* ‘dark, darkness’; the name was influenced by the words **сѣнь* and **стѣнь* ‘shadow’²²; Rus. *мени для век*; Ukr. *міні для повік*; Pol. *cień do powiek*; Rus. *свеча*, Ukr. *свіча*, Pol. *świeca* < general Slavic **světja*²³; Rus. *массажные косметические свечи*; Ukr. *масажні косметичні свічки*; Pol. *świece do masażu*; Rus. *соль*, Ukr. *сіль*, Pol. *sól* < general Slavic **solb*²⁴; Rus. *соль для ванны*; Ukr. *сіль для ванни*; Pol. *sól do kąpieli*.

To create special vocabulary that forms the historical nucleus of perfumery and cosmetics terminology in the Russian, Ukrainian and Polish languages, terminologization is applied (by taking words that are already in existence in the language), for instance, Rus. *блеск* “bright shining, glistening”, Ukr. *блиск* < Proto-Slavic **бльскъ* or **блѣскъ*, relevant to the verb stem **бльшчати*; general Slavic **blbeskъ*, **blěskъ*²⁵, Pol. *blyszczyc* < *blyszczec* < *psl. *blbšcati* z 1864 r. (WSJP PAN); Rus. *блеск для губ, для лица*; Ukr. *блиск для губ*; Pol. *blyszczyc do*

²⁰ Shaposhnikov, op. cit., I, p. 129; Chernykh, op. cit., I, pp. 159-160.

²¹ Shaposhnikov, op. cit., I, p. 547; ESUM III, p. 461.

²² Shaposhnikov, op. cit., II, p. 411; ESUM V, p. 580.

²³ Chernykh, op. cit., II, p. 146.

²⁴ Chernykh, op. cit., II, p. 187.

²⁵ Shaposhnikov, op. cit., I, p. 66; Chernykh, op. cit., I, p. 93.

ust), and then specialization (semantic narrowing of a word): Rus. *румяна* “a red or pink powder put on the cheeks to make the face look more attractive”²⁶, Ukr. *рум’яна* < *румяный* “covered with blush” < Proto-Slavic *ruměнь*, **rudměнь* ‘ruddy, reddish’²⁷; Rus. *нанести на лицо румяна*; Ukr. *компактні рум’яна*; Pol. *róż* < *French rouge* ‘czerwień; czerwony’ z XVIII w. (WSJP PAN).

With the help of suffixation derivative terms are formed on the basis of native words: Rus., Ukr. *мазь*, Pol. *maź* < *psl.* **mazь* *od* **mazati* ‘mazać, smarować, namaścić’ (WSJP PAN); Rus. *масло* “fat substance made from the milk of domestic animals, from some plants (mainly seeds and fruits) and from mineral substances”, since the 11th–17th centuries, Pol. *masło* < Proto-Slavic **масло* (from **мазсло*) ‘something that is oiled with’, a derivative with the suffix *-сло* from the verb stem **мазати*²⁸, in Ukr. *оля* is derived from the Latin or Greek language²⁹; Rus. *сливки* “thick fat top cover of milk held at room temperature for several days”; since the 11th–17th centuries, native Russian derivative with the suffix *-к(а)* from the noun stem *сливъ*, which originated from the prefixed verb **съливати*, relevant in its aspect meaning to **сълити*³⁰, Ukr. *вершки* “thick dairy product with a high fat content, made by separating fresh milk or holding it at room temperature for several days”, shortened from *верх*³¹, Pol. *śmietanka*: Rus. *сливки для тела, косметические сливки*; Ukr. *косметичні вершки*; Pol. *śmietanka kosmetyczna*; Rus. *порошок* “fine, dry particles produced by grinding a solid substance”, since the 17th century, Ukr. *порошок*, Pol. *proszek* < Proto-Slavic **porъхъ*³²: Rus. *зубной порошок*; Ukr. *зубний порошок*; Pol. *proszek do zębów*. Prefixation is less often (Rus. *отвар*, Ukr. *відвар*, Pol. *odwar* < *вар*) as well as reduction of the derived stem: Rus. *настой* “aqueous extract of a substance or plant”, since the 11th–17th centuries < Proto-Slavic **настойь*, a derivative noun from the verb **настойати*³³, Ukr. *настій*.

²⁶ BTS, p. 1131.

²⁷ ESUM V, p. 141.

²⁸ Shaposhnikov, op. cit., I, p. 496; Chernykh, op. cit., I, p. 513.

²⁹ ESUM IV, p. 182.

³⁰ Shaposhnikov, op. cit., II, p. 334.

³¹ SUM I, p. 338.

³² ESUM IV, p. 527.

³³ Shaposhnikov, op. cit., I, p. 577..

The material collected proves that most of the body of the perfumery and cosmetics terms in the Russian, Ukrainian and Polish languages are loan words (72 % of terms in each of the three Slavic languages). The principle of borrowing already existing terms from other languages is a complicated process, when an element of a foreign language is transmitted into another one by means of direct and indirect, oral and written language contacts.

The reasons for borrowing are as follows: the lack of terms in the Slavic languages for new notions in the spheres of perfumery and cosmetics; the use of a one-word term instead of a word combination; the need to specify a certain meaning so the form and the meaning are borrowed (lexical borrowing), the form is only borrowed (formal borrowing), root morphemes or affixes are borrowed (morphological borrowing).

Among perfumery and cosmetics loan words three groups of terms are distinguished. The first group is represented by special words that name the objects and notions which do not have any equivalents in either the source or target languages, for instance: Rus. *номада* “a cosmetic product – coloured paste; a lipstick (usually for colouring)”³⁴; in the 16th–17th centuries *номада* ‘healing potion’, *мазь номада* (since 1645); borrowed from the German *Pomade* or Dutch *pommade*, via French *pommade* – since the mid 16th century to the Italian *pommata*, a derivative with the suffix *-ta* from the Latin stem *pomum*, plural *poma* ‘apple; apples’; initially the healing paste was prepared from the fat and flesh of a special Peloponnese variety of small apples in Southern Greece³⁴; Ukr. *номада* < French *pomade* ‘помада, мазь’, Italian *pommata*, *pómo* ‘apple, apple tree’ (the Italian name resulted from the fact that originally fat and apples were used to prepare the healing paste) from Latin *pōtum*³⁵, in Pol. *szminka* < German *Schminke* since 1872 (WSJP PAN); Rus. *блоттер* < English *blotter* in perfumery “a scent strip to test fragrance”³⁶, Ukr. *бломтер* / *блотер*, Pol. *blotter*; 2) neologisms that name new notions, for instance: Rus., Ukr. *блаш*, Pol. *blush* “one colour blush”; Rus., Ukr. *карвинг* “long-term hair-styling”.

³⁴ Shaposhnikov, op. cit., II, p. 167.

³⁵ ESUM IV, p. 507.

³⁶ Ye. N. Shagalova, *Samyy noveyshiy tolkovyy slovar' russkogo yazyka 21 veka*, Moscow: AST, Astrel' Publishing House, 2011, p. 149.

To the second group belong terms borrowed to the target language to replace multiword expressions, for instance, Rus. *тушь для подводки глаз*, Ukr. *туш для підводки очей – айлайнер*, Pol. *konturówka do oczu – eyeliner*; Rus. *смывка для лака – ремувер*.

The third group comprises loan words, that are synonymous with already existing words in the target language and therefore they somewhat modify their semantics: cf. Rus. *косметика, грим – мейк-ап* < English *make-up* ‘design or layout; cosmetics’ “cosmetics (such as lipstick, mascara, and eye shadow) used to colour and beautify the face”, since 1990; Ukr. *мейк-ап*, Pol. *make-up*, rzadziej *make up* z 1992 r. (WSJP PAN); Rus. *макияж* < French *maquillage* (*maquiller* ‘to put on blusher, to colour’) “1. to apply decorative cosmetics on one’s face (to make it more attractive, to strengthen its expressiveness); 2) cosmetics set”³⁷ – *візаж* “make-up” < French *vis-à-vis* literary ‘face’³⁸, Ukr. *макіяж* “1. the art of applying make-up, colouring one’s face with various cosmetics (concealer, blusher, lipstick); 2. cosmetics (cream, mascara, lipstick) for one’s face; 3. make-up applied to one’s face”³⁹, *візаж* “a set of preparations to improve one’s appearance (a beauty treatment for one’s face and hair, choosing a hairstyle and other accessories to suit one’s face etc.)” (TSUM); Pol. *makijaż* < French “czynność polegająca na malowaniu twarzy kosmetykami mającymi na celu zatuszowanie wad i podkreślenie atutów urody; efekt makijażu – czynności”, *wizaż* < French “makijaż artystyczny podkreślający czyjaś urodę lub tuszujący jej braki”⁴⁰.

Perfumery and cosmetics products seemingly having first appeared in Ancient Mesopotamia or in Arabia – “the country of incenses”, the influence of Arabic, Persian, Hindi and Turkic languages is reflected in the terminology of these two spheres. The terms were borrowed into the Slavic languages via donor-languages, cf. Rus. *тальк / талька* via German *Talk* from French *talc*,

³⁷ T. V. Yegorova, *Slovar’ inostrannykh slov sovremennogo russkogo yazyka*, Moscow 2014, p. 394.

³⁸ Shagalova, op. cit., p. 240.

³⁹ S. P. Bybyk, H. M. Syuta, *Slovyk inshomovnykh sliv: tlumachennya, slovtvorennya ta slovozhyvannya*, Kharkiv 2006, p. 352.

⁴⁰ WSWO, p. 774; p. 1333.

Arabic *talk*⁴¹; Ukr. *талък*, Pol. *talk* from French *talc* via German, Spanish *talco* from Arabic *talḡ*⁴²; Rus. *хна* < Turkic *kyna* from Arabic *hinnā*⁴³; Ukr. *хна* < via Turkish *kina* and Arabian *hinnā* from Persian⁴⁴; Pol. *henna* Neo-Latin from Arabic *hinnā*⁴⁵; Rus. *бальзам* via German *Balsam* from Greek *balsamon*⁴⁶; Ukr. *бальзам*, Old Slavic *балсам* (XVII c.), *балсан* (XVIII c.), *валсамъ* (XVII c.) from Greek, first in the form of *валсамъ*, *балсам*, later via German and Latin *бальзам* from Hebrew *bōšām* or Arabic *bašām*⁴⁷; Pol. *balsam* via Latin *balsamum* from Greek *bálsamon* 'rodzaj wonnej żywicy'⁴⁸; Rus., Ukr. *шампунь* < English *champoo* from Hindi *champna* 'knead, press' 'haircare'⁴⁹, Pol. *szampon* < niem. *Shampooon* z ang. *shampoo*⁵⁰.

Later on, perfumery and cosmetics products appeared in the countries of South-Eastern Asia, Babylon, Greece and Italy. Crusaders brought to Europe cosmetics and elementary perfumery products. In Italy, in Florence, Santa Maria Novella, a perfume factory, was built in 1608, then perfumery and cosmetics products were brought to France, which in the 17th century became a centre of manufacturing and consuming perfumery and cosmetics (mainly decorative) in the West (SKH 21).

Foreign special words have been borrowed from one language into another not that easily. In the Russian language there was first borrowed the term *парфюмёр* 'maker of perfumes' from French *parfumer* 'to scent', 'to emit fragrance', in 1837; from its stem there were borrowed special lexemes *парфюмерия* and *парфюмерный*. In French *parfumer* is a loan word from *profumare* (< *perfumare*) 'to besmoke'; cf. Latin *fūmus* 'smoke'⁵¹;

⁴¹ Yegorova, op. cit., p. 648.

⁴² ESUM V, p. 510; WSWO, p. 1231.

⁴³ Yegorova, op. cit., p. 736.

⁴⁴ ЕСУМ VI, p. 189.

⁴⁵ WSWO, p. 489.

⁴⁶ Yegorova, op. cit., p. 82.

⁴⁷ ESUM I, p. 130.

⁴⁸ WSWO, p. 134.

⁴⁹ Yegorova, op. cit., p. 753.

⁵⁰ WSWO, p. 1210.

⁵¹ Chernykh, op. cit., II, p. 9.

Rus. *нафѣюм* < French *parfums* 'perfume' and *parfum* 'aroma, incense'. The original source: Old Italian *perfumo*, derived from *fumo* 'fumes, smoke' (Shaposhnikov, I, p. 250). In the Ukrainian language *нафѣуми*, *нафѣумер*, *нафѣумуму* are borrowed from French *parfum*, *parfumer* from Italian⁵²; in Polish *perfumeria* "sklep z perfumami i kosmetykami", *parfumerie*, *perfumować*, *perfumować się* < French *parfumer* Old Italian *perfumare* initially 'okadzać wonnym kadzidłę'⁵³, *perfumy* "mieszkanka zapachowa w roztworze alkoholu, używana jako kosmetyk" z 1560 r. < wł. *perfumo* (forma włoska jest dawna; dzisiejsza jest *profumo*) (WSJP PAN). The terms in Russian and Ukrainian *косметика* are borrowed from French *cosmétique*, known since the 16th century, from Greek *κοσμητικός* 'putting in order', 'making beautiful', further back from *κόσμος* 'order', 'proper look', 'order of things'; also 'decoration', 'beauty', 'glory'⁵⁴; in Polish *kosmetyka* < German *Kosmetik*, French *cosmétique* from Greek *kosmētiké* 'sztuka upiększania' (u Platona)⁵⁵.

In the Russian, Ukrainian and Polish languages the international terminology body is mainly represented by Greek and Latin terms. They were borrowed both directly and indirectly. In the first case they are, for instance, Rus. *гель* < Latin *gelāre* 'freeze' "dispersed system or gelatinous mass that maintains its form, strength and elasticity typical of solids"⁵⁶, Ukr. *гель*, Pol. *żel* < French *gelée* 'galareta'⁵⁷. In the second case new terms appeared via intermediary languages, in particular, French, for instance, Rus. and Ukr. *апо-мам* < Greek *árōma*, *arōmatos* 'fragrant substance', Pol. *aromat* / *aromaty* via French *aromate* from Greek *arōmata* 'wonne korzenie'⁵⁸; Rus., Ukr. *крем* via French *crème*, Latin *chrisma* from Greek *χρίσμα* from *χρίω* 'I smear'⁵⁹, in Polish *krem* < French *crème* 'śmietana; krem; kremowy' (WSJP PAN); Rus.,

⁵² ESUM IV, p. 301.

⁵³ WSWO, p. 963.

⁵⁴ Chernykh, op. cit., II, p. 434; ESUM III, p. 51.

⁵⁵ WSWO, p. 689.

⁵⁶ Yegorova, op. cit., p. 149.

⁵⁷ WSWO, p. 1346.

⁵⁸ Yegorova, op. cit., p. 57; WSWO, p. 98.

⁵⁹ Yegorova, op. cit., p. 356.

Ukr. ладан⁶⁰, Pol. *olibanum* / *oliban* from Latin *olibanum*, Greek *libanos* from Arabic *luban*⁶¹; Rus. мурра, Ukr. мипра⁶², Pol. *mirra* / *mira* via French *myrrhe* from Latin *myrrha*⁶³; Rus. эмульсия via German *Emulsion*, French *émulsion* from Latin *ēmulgere* ‘to milk’⁶⁴, Ukr. емульсія < French *émulsion*, derived from the Latin participle *ēmulsus* fthe verb *ēmulgeo* ‘I milk’⁶⁵, Pol. *emulsja* < Latin *ēmulsus* ‘wydojony’⁶⁶, etc.

Its evolution being closely connected with the scientific and technological innovations of the 19th–20th centuries, perfumery and cosmetics terminology appeared along with the development of industry and manufacture in the late Modern period⁶⁷. In the early 21st century every year nearly 200 new perfumes are produced – unique compositions that comprise from 50 to 250 various ingredients⁶⁸.

Due to the lack of similar terms in the Slavic languages and the shift of the perfumery centre to France in the 18th century, special Gallicisms began to be borrowed into the Slavic languages. French was an intermediary language for terms of Greek and Latin origin, and of the Eastern languages as well.

Gallicisms are most numerous in perfumery and cosmetics terminology in the Russian, Ukrainian and Polish languages. Among the direct loan words there are, for instance: Rus., Ukr. одеколон “a perfumed liquid or solid made of fragrant essential oils and alcohol used for cosmetic and hygienic purposes” < French *eau de Cologne* ‘Cologne water’, produced in the 18th century in the

⁶⁰ Yegorova, op. cit., p. 367.

⁶¹ WSWO, p. 898.

⁶² Yegorova, op. cit., p. 426.

⁶³ WSWO, p. 831.

⁶⁴ Yegorova, op. cit., p. 785.

⁶⁵ ESUM II, p. 166.

⁶⁶ WSWO, p. 343.

⁶⁷ The 19th century is “the starting point for the industry term *creation*, aimed at reflecting the developing national fields of scientific and technique knowledge”, op. cit., Ye. A. Sorokina, *Novoye v otechestvennoy leksikografii: istoriko-etimologicheskii slovar’ russkoy leksiki kontsa XVIII–XIX veka*, “Vestnik MGOU. Ser. Russkaya filologiya”, 2014, no. 5, p. 19; “The list of raw materials expanded, and extracts and colognes, as well as new cosmetics – powder, lipsticks, – came into use. Decorative cosmetics replaced medicinal ones. From the late 18th, and especially in the mid 19th century cosmetics manufacturers also appeared in Russia”, op. cit., E. Kolomiyets, pp. 9–10.

⁶⁸ Topolski, op. cit.

German city of Cologne⁶⁹, in Polish the calque is used, the phrase *woda kołońska*; Rus. *nyðpa* < French *poudre*, old-fash. *nyðep* < German *Püder*, known since the early 18th century⁷⁰, Ukr. *nyðpa* < French *poudre* ‘powder’⁷¹, Pol. *puder* < French *poudre* (WSJP PAN); Rus. *лосьон*, Ukr. *лосьйон* < French *lotion*⁷², cf. in Polish *lotion* < English⁷³; Rus., Ukr. *педикюр* < French *pédicure* (Latin *pes (pedis)* ‘leg’ + *curo* ‘care’) ‘‘foot care’’⁷⁴, Pol. *pédicure* rzadziej *pedikiur*, z 1903 r. < French *pédicure* złożenie *pédi-* (< Latin *pes, pedis* ‘stopa’) i *-cure* od czasownika *curer* (< Latin *curare* ‘czyścić, dbać’)⁷⁵; Rus. *маникюр* < French *manicure* from Latin *manus* ‘hand’ + *curāre* ‘care’) ‘‘a cosmetic beauty treatment for the fingernails and hands, trimming and polishing of the fingernails’’⁷⁶, Ukr. *манікюр* ‘‘trimming and polishing of the fingernails’’⁷⁷, Pol. *manicure* z 1927 r., rzadziej *manikiur* < French *manicure* jest formą z II połowy XIX w., powstałą pod wpływem złożenia *pédicure*; dzisiejsza forma francuska to złożenie pochodne od Latin *manus* ‘ręka’ i *curer* (< Latin *cūrāre* ‘czyścić, dbać’) (WSJP PAN).

In spite of the active use of Anglicisms, terms of French origin still remain one of the lexical means to increase the perfumery and cosmetics terminology in the early 21st century, cf. Rus. *бросаж* < French *brassage, brosse* ‘brush’ ‘‘in cosmetology – the procedure of smooth cleansing to remove skin flakes with the help of special peeling cream and a face and body cleansing brush’’, synonyms: *браш-пилинг* < English *brush peeling*, *brush* ‘brush’ + *peel* ‘to strip off the natural external covering of something’, *брашунг* < English *brushing* lit. ‘cleaning one’s face with a brush’⁷⁸; Pol. *brushing* ‘‘zabieg kosmetyczny polegający na złuszczeniu naskórka wirującą szczotką’’ (SJP PWN);

⁶⁹ Yegorova, op. cit., p. 463.

⁷⁰ Chernykh, op. cit., , II, p. 81.

⁷¹ ESUM IV, p. 627.

⁷² Yegorova, op. cit., p. 388.

⁷³ WSWO, p. 758.

⁷⁴ Yegorova, op. cit., p. 497; ESUM IV, p. 327.

⁷⁵ WSWO, p. 956; WSJP PAN.

⁷⁶ Yegorova, op. cit., p. 397.

⁷⁷ ESUM III, p. 383.

⁷⁸ Shagalova, op. cit., p. 56; p. 61.

Rus. *гоммаж* “1. in cosmetology the procedure of rubbing off dead skin cells with the help of special cream; 2. cleansing paste used for gommage” < French *gommage*, *gomme* ‘eraser’⁷⁹, Pol. *gommage*, etc.

The 20th century is marked by the manufacturing of new perfumery and cosmetics products, and new natural raw materials and synthetic compounds, and therefore the wide use of American English terms in special literature, advertising, mass media⁸⁰ is seen, cf.: Rus. *пилинг* < English *peeling*, *peel* “1. In cosmetology a procedure of cleansing one’s skin surface and of smoothing keratinised skin cells with the help of special cream; 2. peeling cream”⁸¹, Ukr. *пілінг*, Pol. *peeling* / *piling* < English *peeling* z 1957 r., *ścierak pot.* “kosmetyk umożliwiający przeprowadzenie peelingu – zabiegu”⁸²; Rus., Ukr. *скраб* < English *scrub* lit. ‘to rub’ “in cosmetology – a cleansing semi-abrasive cream or lotion that helps to remove dead skin cells off the surface”⁸³, Pol. *scrub*; Rus. *лифтинг* < English *lift* “1. in cosmetology an operation to correct face and neck defects; 2. correcting and strengthening the muscles of one’s face and breast with the help of special cosmetics or physical exercises without being operated on”⁸⁴, Ukr. *ліфтинг*, Pol. *lifting* < English *lifting* “zabieg chirurgiczno-kosmetyczny mający na celu zlikwidowanie zmarszczek na twarzy i szyi”

⁷⁹ Shagalova, op. cit., pp. 88-89.

⁸⁰ „W polskim słownictwie związanym z kosmetyką, czyli zabiegami służącymi do pielęgnacji ciała, podkreślania, utrzymywania urody, dominowały długo tradycyjne zapożyczenia francuskie, np. *makijaż*, *masaż*, *manicure*, *pedicure*. (Zadomowione wyrazy *manicure* i *pedicure* można zapisywać już dziś także w spolszczonej wersji: *manikiur*, *pedikiur*). Francuskiego pochodzenia są także nazwy wielu kosmetyków, między innymi *krem*, *perfumy*. ...W latach osiemdziesiątych i dziewięćdziesiątych minionego wieku słownictwo związane z pielęgnowaniem urody (gimnastyka, zabiegi i preparaty kosmetyczne) zaczęło w polszczyźnie gwałtownie rosnąć. Najwyraźniejsze są tu wpływy angielskie, ekspansja anglicyzmów do polszczyzny nie ominęła także tej strefy języka, np. *aerobik*, *eye-liner*, *callanetics*, *jogging*, *lifting*, *lotion*, *make-up*, *peeling*, *tonik*. Pojawiły się też w tym czasie zapożyczenia z innych języków, w tym francuskiego: *balejaż*/ *balayage*, *demakijaż*, *wizażysta*, hiszpańskiego: *mascara*. Przeglądanie jakiegokolwiek pisma kobiecego pozwala jednak zauważyć, że liczba nowych jednostek językowych z tego zakresu jest znacznie większa”, op. cit., M. Milewska-Stawiany, *O pielęgnowaniu urody i polszczyzny*, <http://www.sprawynauki.edu.pl/features/news/148-felietony-m-milewska-stawiany/894> [Accessed: 10 April 2020].

⁸¹ Shagalova, op. cit., p. 218.

⁸² WSWO, p. 957; WSJP PAN.

⁸³ Shagalova, op. cit., p. 268.

⁸⁴ Yegorova, op. cit., p. 384.

⁸⁵ WSWO, p. 744; WSJP PAN.

z 1991 r.⁸⁵; Rus. *вамн* < англ. *vamp*, abbr. *vampire* ‘вампир’ “special make-up characterised by bright red lips, purple or dark blue eye shadow, light powder applied to one’s face”⁸⁶; Rus. *текстурайзер* < English *texturizer*, *texturize* ‘to impart a particular texture to something in order to make it more attractive’ “a hair lotion, a texture softener that creates amplified volume”⁸⁷, etc.

Most of the loan words borrowed before the mid 20th century became assimilated in the Slavic languages: the terms acquired some grammatical categories (like those of gender, number, and case for nouns), they lost their lexical and grammatical variants (Rus. *лак / лек*, *румяны / румяна*) and separate lexemes for masculine and feminine genders (for instance, French loan words with the stem in *-et*, *-ie* have word forms of both genders: *masque*, *m – маск / маска*; *pommade*, *f – помад / помада*⁸⁸), and they also formed word-forming derivatives. While paradigmatic and syntagmatic relations were extended, there appeared synonymous terms (Rus. *автозагар* – *автобронзат*, Ukr. *автозасмага*, Pol. *auto bronzant* – *opalenie natryskowe*). At present there is a tendency to distinguish between these synonyms, to lead to determinologization of terms (when special terms can acquire figurative meanings as a result of wide use in everyday speech): Rus. *бальзам* high-flown “cure for consolation, relief”⁸⁹, Ukr. *бальзам* fig. “healing remedy for relief, consolation”⁹⁰, Pol. *balsam przen*. “to, co koi, uspokaja”⁹¹.

The calque is rarely used. For instance, Rus. *дыху*, since the 18th century, Ukr. *дыху* has been a calque proper from the East-European languages, French *parfum* ‘aroma, incense’, *parfums* ‘perfumes’, since the 16th century⁹²; Rus. *высокая мода* < French *haute couture*, Pol. *haute couture* ‘wysokie krawiectwo’ (SJP PWN); Pol. *wysięk* < *wysiąkać*, psł. *sękati* ‘czyścić, usuwać wydzielinę z nosa, siękać’ z Latin *exsudare* ‘go out’ (WSJP PAN).

⁸⁶ Shagalova, op. cit., pp. 199-200.

⁸⁷ Shagalova, op. cit., p. 979.

⁸⁸ N. V. Gabdrejeva, *Leksika frantsuzskogo proiskhozhdeniya v russkom yazyke (istoriko-funktsional'noye issledovaniye)*. *Gallitsizmy russkogo yazyka: proiskhozhdeniye, formirovaniye, razvitiye*, Izhevsk 2001, pp. 106-108.

⁸⁹ BTS, p. 57.

⁹⁰ SUM I, p. 98.

⁹¹ WSWO, p. 134.

⁹² Chernykh, op. cit., I, p. 276).

The lack of new word forms to denote new phenomena causes transterminologization (intersystemic borrowing of terms from adjacent subject areas – chemical (Rus. *альдегид, эмульгатор, коагулянт, консервант, силикон*), medicinal (Rus. *акне, аносмия, аппликатор, гипергидроз*), culinary (Rus. *желе, желатин, паста, сливки, соль*), music (Rus. *аккорд, гамма, лейтмотив, тон, нота* “a particular shade of smell, for instance, *цветочная нота, нота зелени, пряная нота*, and its functional role in a perfume composition: *нота доминирующая, дисгармоничная, дополнительная* и др.”) (AR)⁹³.

The secondary naming of nationwide words (“when an already existing word acquires a new meaning to denote a new phenomenon”)⁹⁴ is characterised by associative thinking, for instance: Rus., Ukr. *букет* “the totality of olfactory and gustatory properties”⁹⁵; “the total characteristic of a scent as harmonic, the main shade of scents that is peculiar” (AR); Rus. “*нос*” “an experienced perfumer”⁹⁶.

Internationalisms appear due to their similar or identical pronunciation, orthography and meaning, denoting international phenomena, and existing in several (not fewer than three) languages in synchrony, for instance: Rus. *флюид* “decorative cosmetic liquids”, Ukr. *флюїд*, Pol. *fluid*, English *fluid*, French *fluide*, German *Fluid* < Latin *fluidus* ‘płynny’ (WSJP PAN); Rus. *диффузия*, Ukr. *дифузія*, Pol. *dyfuzja*, English *diffusion*, French *diffusion*, German *Diffusion* < Latin *diffusiō* ‘rozlanie, rozprzestrzenianie’ (WSJP PAN).

⁹³ „Terminologia muzyczna na stałe weszła do języka perfum: *nuty zapachowe, akordy zapachowe, harmonia zapachu*. Warsztat pracy kompozytora perfum, złożony z półek i ustawionych na nich niezliczonych buteleczek z pachnącymi ingrediencjami, też nieprzypadkowo nazywa się „*organami*”, op. cit., E. Kowalska-Wochna, *W świecie zapachów część 2. Sztuka perfumerii*, <http://www.cabines.pl/artykuly/971/w-swiecie-zapachow-czesc-2-sztuka-perfumerii.html> [Accessed: 10 April 2020].

⁹⁴ *Yazykoznanіye. Bol'shoy entsiklopedicheskiy slovar'*, ed. V. N. Yartseva, Moscow 1998, p. 336.

⁹⁵ BTS, p. 102.

⁹⁶ “Among many professions there also exists a unique one – “a nose”. People who have an especially sensitive sense of smell are needed in different spheres... if we remember that it is smells that are simultaneously the most delicate and the strongest to evoke emotions and memories, then the representatives of the profession “nose” can be rightfully called masters of souls. The unique talent allows some of the “noses” to distinguish among more than ten thousand various smells, and even shades of smells that are unnoticeable to others. This talent is often inherited, which leads to dynasties in the profession”, op. cit., K. Konstantinova, *The Profession of Nose*, <https://iledebeaute.ru/aroma/2016/11/18/81917/> [Accessed: 10 April 2020].

To form derivative terms, the system of affixes in the Slavic languages is used together with borrowed international terms forming elements and borrowed-and-native combined stems. For instance, native suffixes help to create and expand perfumery and cosmetics vocabulary, Rus. *-ени(е), -тель, -иц(а)*, form verbal nouns (*колорирование, окрашивание, мелирование, блондирование, очищение, водолечение, краситель, закрепитель, очиститель, освежитель, увлажнитель, пудреница*), Ukr. *-енн(я), -анн(я), -инн(я), -ач* (*колорування, очищення, водолікування, підведення, ластовиння, барвник, закріплювач, очищувач, зволожувач*), Pol. *-nik, -ес, -ук, -acz, ówk(a), -ek* (*barwnik, rumieniec, blyszczyk, utrwalacz, konturówka, olejek*), suffixes and prefixes that name actions, processes and substances (Rus. *подводка, перегонка, отдушка, присыпка*, Ukr. *підводка, присипка*, Pol. *zasypka*).

One of the most productive means to create perfumery and cosmetics terms is a series of borrowed term-forming elements, such as: the suffixes *-ер, -тор* to name objects, devices, doers (Rus. *тестер, бронзер, блоттер, маркер, конселер, плампер, хайлайтер, кондиционер, ароматизатор, дегустатор*; Ukr. *блотер, кондиціонер, консилер, ароматизатор*; Pol. *charakteryzator, depilator, designer rzadziej dizajner*), *-аж, -ант, -инг* form verbal nouns, (Rus. *визаж, оксидант, пилинг*; Ukr. *візаж, оксидант, пілінг*; Pol. *wizaż, oksydant, peeling*), prefixes *а-, ан-, ін-, диз-* (*дис-*), *де-, ре-, ко-, де-* (Rus., Ukr. *антисерн, антиперспирант, дезодорант*; Rus. *демакияж, депиляция*; Ukr. *демакіяж, депіляція, реплантація*; Pol. *depilacja, dezodorant*), terms with international prefixoids, for instance, *фэшин-* (*фэшин* < English *fashion*), *бьюти-* (< English *beauty*), *лайт-* (< English *light*), *арома-, фімо-, аква-, гипер-, геліо-, гидро-, био-, макро-* (Rus. *фэшин-икона, фэшин-индустрия, фэшин-линия, бьюти-аддикция* “psychological addiction when a man or a woman lets their beauty goals become an obsession, which in extreme cases – can cause such conditions as anorexia, youth mania, tanorexia”⁹⁷, *лайт-лифтинг* “in cosmetology – plastic surgery on the face for elevating wrinkles and other signs of age by making an incision near the hair line and excising excess tissue skin”⁹⁸; *аромакамни, ароманалочки, аромакурительница*,

⁹⁷ Shagalova, op. cit., p. 189.

⁹⁸ Shagalova, op. cit., p. 509.

ароматерапія, биоэнзим, биокрем, аквакрем, макросмія, фітотерапія; Ukr. *ароматерапія, біокрем, аквакрем, макросмія, фітотерапія*; Pol. *aroma kamienie, aromaterapia*; Rus. *гипергидроз*, Ukr. *гипергідроз*, Pol. *hyperhidrosis*; Rus. *гидролат*, Ukr. *гідролат*, Pol. *hydrolat, fitoterapia / ziołolecznictwo*).

New and productive means of creating perfumery and cosmetics terms since the 20th century have been shortened forms of words – abbreviations that perform “nouns consisting of contracted words that form the original word combination”⁹⁹: *EDP* (*Eau De Parfum / Parfum De Toilette / Esprit De Parfum*); *EDT* (*Eau De Toilette*); *EDC* (*Eau De Cologne*).

It is noteworthy that besides their positive role (enlarging of the perfumery and cosmetics terminology body with term neologisms that contribute to perfumery and cosmetics innovations wide use) the loan words narrow the sphere of the national corpus functioning as they replace the national terms by those with a higher functionality from another language, and cause their grapheme and orthography ambiguity, cf. Rus. *фейс-лифтинг / фейслифтинг, сквалан / сквален*; Ukr. *парфюм / парфум, желатин / желатина*; Pol. *bronzer / brqzer*.

Phrasal terms appear because of the necessity to “quickly enlarge the terminology body with words denoting new phenomena”. It is a process of adding adjective components to the hyperonym to name new notions. According to S. V. Grinev-Grinevich, the means is becoming the leading one, “which results in the quantitative predominance of word combinations in almost any terminology sphere and in most European languages, as well as in their prolongation up to three and even four components in the late 20th century”¹⁰⁰. In the material under analysis such compounds constitute 24 % of the total number of the terms.

There are the following widespread structural models of two-component terms: 1) AN (“adjective + noun: Rus. *косметический воск*, Ukr. *косметичний воск*, in Polish NA “noun + adjective”: *wosk kosmetyczny*), 2) NN (“noun + noun”: Rus. *закрепитель лака*, Ukr. *закріплювач лаку*, Pol. *utrwalacz zapachu*), 3) N for N (“noun + preposition + noun”: Rus. *соль для ванн*, Ukr. *сіль для ванн*, Pol. N do N: *wosk do włosów*, N w N: *puder w kamieniu*), 4) PartN

⁹⁹ Yazykoznanіye, op. cit., p. 9.

¹⁰⁰ S. V. Grinev-Grinevich, op. cit., pp. 191-192.

(“participle + noun”: Rus. *дезодорирующий тальк*, Ukr. *дезодорувальний тальк*, in Polish – NPart (“noun+ participle”: *spray utrwalający*). From these models multiword compounds are further developed: AAN (“adjective + adjective + noun”: Rus. *натуральная душистая вода*, Ukr. *запахна натуральна вода*, in Polish – ANA (“adjective + noun + adjective”: *naturalana woda perfumowana*), prepositional phrases with *для*, *от*, *при*, for instance, N for NN (“noun + *for* + noun + noun”: Rus. *воск для укладки волос*, Ukr. *віск для укладання волосся*); in Polish – PartN do N (“participle + noun + *do* + noun”: *odżywcza śmietanka do kąpieli*) etc.

Thus, the study of naming processes in perfumery and cosmetics terminology in the Russian, Ukrainian and Polish languages proves universal tendencies towards integration, differentiation, internationalization and unification of the language means in the structural, semantic and genetic aspects.

The specificity of the vocabulary in the perfumery and cosmetics spheres can account for their special denotates. The former manifests itself both in the nominative and the semasiological aspects. The logical and notional structure of the analyzed terminology as its semantic model is generated by the native language laws of functioning: inflections, homogeneous word-forming models of the terms typical of each Slavic language, morphological and syntactic connections in compound-structured terms, etc. External factors depend on social processes, in particular the terminology under analysis is influenced by integration processes, international contacts expansion, and scientific and technological innovations in the perfumery and cosmetics spheres. The nomenclature process has a secondary character and its own specificity: a term that has separate semantic and formal characteristics first of all correlates with the notion depending on the systemic features and the place that the term takes in the terminology under analysis. The emergence of perfumery and cosmetics proto-terminology in the Russian, Ukrainian and Polish languages occurred on the basis of the common language and the processes of borrowing, although playing an important role for the language contacts. The continuous development of perfumery and cosmetics terminology in the Russian, Ukrainian and Polish languages is provided through the lexicon maintenance of the previous period.

The study of creating and developing the perfumery and cosmetics terminology subsystem in the synchrony of several time periods made it possible to determine the following common regular mechanisms of the nomenclature

in three Slavic languages: 1) the connection with the common vocabulary (terminologization, specialization, secondary naming); 2) expanding of the word-forming means by borrowing and calquing, which results in the international terminology formation; 3) formal and semantic connections as important systemic relations in a language that causes the use of affixal, non-affixal and combined means of forming special words from the original terms and their derivatives; 4) continuous enlarging of the perfumery and cosmetics terminology subsystem, developing of various structural forms (term modelling, contractions such as abbreviations, word modelling components) due to the necessity of naming new notions, phenomena, objects that are to be developed, specified and differentiated; 5) the formation of fixed two or three-component, multi-component attributive word combinations with or without a preposition.

The correlation of perfumery and cosmetics terminology in Slavic and other languages; their internationalization leads to the development of typological tendencies in special subsystems of genetically related languages.

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