

## COMMUNICATIVE DISCOURSE OF TERMINOLOGY USED IN GASTRONOMICAL MEDIA CULTURE

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### Abstract

**Purpose of the Study:** This article aims to analyze and describe the food discourse and terms of the French language, as well as to determine correlations with the French national and cultural worldview. The study also considers the current state of "gastronomical discourse" based on the French food semiotic and communicative model.

**Methodology:** The authors of the article used the method of linguistic and semiotic modeling and heuristic interpretation developed by A.P. Sedykh. The authors also utilized tools of corpus linguistics and computer lexicography (National Corpus of the Russian language; a parallel corpus of the French language, n.d.), methods of a sociolinguistic survey and linguistic review.

**Main Findings:** The authors of the article considered and presented the linguistic and culturological features of the French food terms. They determined certain correlations between the national conceptual sphere and the art of cooking. The authors revealed certain similarities between the French ethnos and the culture of food consumption. It is shown that the French communication, modal constructions and nomination methods have ethnocultural features reflecting autochthonous preferences in terms of logic, semantics and strategies for achieving the goals of gastronomical communication.

**Applications of this study:** The application of research results. The study results can be useful for teaching French and intercultural communication in secondary schools and institutions of higher education, as well as for preparing university lectures and seminars on stylistics, lexicology and theoretical problems of studying a linguistic identity.

**Novelty/Originality of this study:** The scientific novelty of the study lies in innovative elements of the linguistic and semiotic approach to gluttony and prescription nominations in their correlation with the mental characteristics of the French linguacultural.

**Keywords:** *Discourse, Semiotics, Communication, Terminology, Gastronomical Semiosis, Gluttony Connotation, Linguacultural Method of Culinary Existence.*

### INTRODUCTION

In the process of axiological activity, an individual forms ideas about the surrounding world and models satisfying one's needs, whose inseparable part is activities related to the consumption of food. As a result, an individual builds a system of gastronomical preferences correlating with the language nominations covering this sphere of human life. This sphere includes flavor representations and gluttony categories, as well as culinary concepts, fit into the cognitive space of ethnocultural ideas about consumption and the trophic mythology of any given nation (managing nutrition and vital activity of the living organism).

The modern scientific literature is concerned with the study of gastronomical discourse and culinary terms ([Bart, 2000](#); [Zemskova, 2008](#), [Olyanich, 2003](#); [Sedykh, Amatov, Ermakova, 2013](#); [Wierzbicka, 1991](#)). Despite the active epistemological attitude to this type of discourse, the issue of gastronomical nominations is still underdeveloped and requires additional research ([Sedykh et al., 2018](#)).

The French nation is inseparable from its food culture, at least starting from the reign of Louis XIV. The king kept a great number of cooks and popularized gastronomical specialties not only at the court but also on the streets of Paris.

### RESEARCH THEORY AND METHODS

Culinary discourse has enough characteristics to identify the mental properties of an average representative of some nation. Each gastronomical nomination is directly connected with the identification mechanisms of linguistic intelligence, operational models representing the gastronomical universe and axiological reference points of linguoculture. The gnosiological basis for deciphering one of the mechanisms of culinary meaning-making is the nominative structure of gastropragmatonyms. Being a complete text construct, a recipe is a semiotic system with constant semantic parameters. Culinary utterances correlate with linguistic and mental features, within which the essential national and cultural characteristics can be distinguished.

It is quite difficult to describe French cuisine since it is characterized by diversity and high quality, which are well known all over the world. According to the research tasks of this article and within the framework of the logical-methodological procedure denoted by the term "reduction", we propose to divide French cuisine and the corresponding discourse into three subtypes/subcategories. First, such a classification is common to French gastronomy. Second, it will help to analyze the French culinary discourse and terms in a more relevant and comprehensible manner ([Zakharov, 2008](#); [Pasturo, 2001](#); [Pokhlebin, 2002](#); [Pokhlebin, 2003](#); [Pokhlebin, 2004](#)).

Thus, we suggest dividing French cuisine into three levels of discourse existence:

1. Regional cuisine (*cuisine régionale/de terroir*): The name of this level speaks for itself: it denotes various gastronomical specialties of the French-based on the historical regions of France. Each region has a unique "specialty" reflected in recipes and culinary terms.
2. Bourgeois cuisine (*cuisine bourgeoise*): This type of cooking art is associated with certain sociocultural and gastronomical traditions manifested in the specific verbalization of discourse and correlated with general taste preferences throughout the territory of the French Republic.
3. Haute cuisine (*haute/grande cuisine*): The term "haute cuisine" began to be used in France not so long ago. Its semantics is connected with the category of "haute couture" which is also included in the nationwide intangible heritage of the French culture. This type of cuisine is intended for gourmet experiments.

In modern France, there is also a new direction of creative gastronomy – molecular gastronomy that combines culinary traditions and a healthy lifestyle. We will not consider the discourse of molecular gastronomy in this article since we plan to analyze it in our further studies. In the following sections of the article, we interpret the above-mentioned aspects of the gastronomical semiotics of the French linguoculture in the context of recipe-related terms and relevant inclusions in the everyday French discourse ([Sedykh, Feoktistova, 2010](#); [Ducasse, 2010](#)).

The culinary heritage of France is based on a variety of local agricultural products, which reflects the kaleidoscope of the country's territorial identity. In French, there is a term "*métiers de bouche*" (literally, "handicrafts for the mouth") that is very difficult to translate into other languages. Close equivalents can be the phrases "gastronomical crafts" or "catering services" ("public catering" in the Soviet Union) but they only partially reflect specific jobs serving the full range of culinary and gastronomical activities in modern France.

In his memoirs, the greatest chef of the 20<sup>th</sup> century, Auguste Escoffier, wrote, "*Le sol français a le privilège de produire naturellement et en abondance les meilleurs légumes, les meilleurs fruits et les meilleurs vins qui soient au monde. La France possède aussi les plus fines volailles, les viandes les plus tendres, les gibiers les plus variés et les plus délicats. Sa situation maritime lui fournit les plus beaux poissons et crustacés. C'est donc tout naturellement que le Français devient à la fois gourmand et bon cuisinier*" (French soil has the privilege of producing, naturally and in abundance, the best vegetables, the best fruits and the best wines in the world. France also possesses the finest poultry, the most tender meat, the most delicate and varied game. Its sea coasts provide it with the most beautiful fish and crustaceans. Thus, it is completely natural for the French to become both gourmands and great cooks) ([Escoffier, 2011](#)). Although there are many linguistic means used in the superlative form (*privilège, meilleur, les plus beaux, etc.*) and clear manifestations of the "Vive la France" patriotism (*sol français, la France, le Français*), the quotation above is true to life both in its essence and form. Due to geographical location, weather conditions and geological characteristics, France has great possibilities of producing a wide variety of food products.

These ideas can be proved by the fact that more than a thousand cheese variations are produced in France. This diversity is also typical of the bakery, vegetable growing and viticulture. Foreign restaurateurs come to France to visit the world's largest markets and supermarkets selling fresh products. We should note that success in the art of cooking is achieved through the creative and careful interaction of man and nature. The French are able to adapt to the environment. While "interacting" with fertile land, they display their most valuable human qualities and competencies, as well as sensuality, based on the traditions handed down from one generation to another ([Undrintsova, 2012](#)).

Thus, one of the authentic French concepts "*terroir*" (literally, "soil, land; local flavor") is verbalized through the following expressions: *goût du/de terroir* (literally, "taste of the soil" = ways of upbringing or personality traits common to people living in some area or province; the taste of wine distinctive to some regions); *sentir le terroir* (literally, "to smell like soil or earth" = to have a special flavor (about wine); to represent some area). As one can see, this concept primarily refers to agricultural characteristics of a particular location. In general, it highlights the cultural specifics of a particular region and its inhabitants, including the culinary component of local skills and abilities, practices and traditions. According to the French writer, philosopher and journalist Jean-François Revel: *le culte du terroir, l'attribution des qualités d'un vin aux seules propriétés intrinsèques du sol, combinées à celles de l'exposition, est un préjugé moderne (...): le principal facteur de la qualité d'un vin, ce n'est pas le sol, c'est l'homme* (Glorifying the cult of "territory" and attributing wine qualities only to the internal features of the soil coupled with solar exposure are among modern prejudices <...> The main factor determining the quality of wine is still the soil and not a man) ([Revel, 2007](#)).

France is not the only country that implements the concepts of "terroir cuisine" and "regional dishes". However, this country seeks to protect its own local culinary identities using the system called "**appellation d'origine contrôlée**" (the registered designation of origin) not only when it comes to wine but most nominations of local culinary products (Sedykh, Buzinova, 2019). This system is managed by the National Institute of Origin and Quality (**Institut nationale de l'origine et de la qualité**). Such a "quality mark" integrated into the European consumer and manufacturer protection system is responsible for identifying some products from the viewpoint of its authentic geographical "source" and production characteristics corresponding to this quality. The term "**appellation d'origine contrôlée**" has become a linguocultural and philological phenomenon, therefore it is often not translated but transliterated. For instance, the Cyrillic word is represented as a shortened initial form (**апелласьон/ appellation**) or a full hybrid form (**апелласьон контроля по происхождению/ appellation of control by origin**).

The French language and culture have recently acquired one more term "**patrimoine rural**" (literally, "rural heritage") which corresponds to the above-mentioned lexemes of regional "treasures", i.e. denoted not only unique culinary concepts but also monuments, landscapes, competences and technologies (Rumyantsev, 2010). All these facts demonstrate that regional culinary masterpieces are an inseparable part of the French identity and historical semiotic code. Let us consider some recipes and terms of the French culinary discourse which have become symbols of different regions in France (Alliot, 2009; [The world's restaurants, n.d.](#)).

**Table 1 : La sauce Nantua** (Nantua sauce = an integral part of the Lyon cuisine)

<p>La sauce Nantua de Nolo Frères est une béchamel au lait frais entier bio <b>allongée avec du beurre et de la chair d'écrevisses</b> relevée <b>d'une pointe de piment</b> de Cayenne. Les écrevisses utilisées sont de la <b>variété à pattes rouges</b> (<i>Astacus astacus</i>), cuites dans un <b>court-bouillon</b> et décortiquées. Les <b>coffres</b> et les <b>pinces</b> sont broyés avant d'être mélangés à du beurre dans une proportion de 50/50. Ainsi est obtenu le <b>beurre d'écrevisses</b> qui donne sa <b>couleur</b> et cette <b>saveur</b> incomparable à cette sauce (et en aucun cas la tomate).</p>	<p>Nantua Nolo Frères sauce is a variation of Béchamel sauce. It is made of fresh organic full-cream milk, flavored with butter and carcasses of crawfish, seasoned with a tip of cayenne pepper (with a hot taste). The crawfish used in preparing the dish belongs to the Crustaceans (<i>Astacus Astacus</i>) with red legs. They are peeled and boiled in the chicken broth cooked in advance. Then their shells and claws are crushed and mixed with oil in the 50/50 ratio. As a result, one gets crawfish butter which adds a unique color and zest to this sauce (by all means, do not use tomatoes for this purpose).</p>
<p><b>Fabrication de la sauce Nantua:</b>        Jeter 12 écrevisses dans de l'eau en ébullition, puis laisser cuire 5 minutes. Les retirer, les décortiquer et réserver la chair.        Piler les carapaces et les têtes <b>au mortier</b> et les mettre dans une casserole avec 100 g de beurre. Lorsque le beurre <b>se clarifie (devient mousseux)</b>, <b>mouiller d'un verre d'eau</b>. Laisser bouillir 2 minutes puis passer <b>dans un linge pour en extraire le liquide</b>. Le laisser refroidir et le mettre au réfrigérateur pour qu'il durcisse: <b>le beurre surnage alors sur un liquide</b>.        Faire fondre 40 g de beurre dans une casserole, y verser 40 g de farine en remuant pendant 2 minutes, puis verser 50 cl de lait et le liquide du beurre d'écrevisses. Porter à ébullition <b>en fouettant</b>, assaisonner, ajouter 10 cl de <b>crème fraîche épaisse</b> et <b>laisser réduire d'un tiers</b>. Ajouter encore 10 cl de <b>crème</b>, laisser bouillir 2 minutes puis <b>incorporer</b> le beurre d'écrevisses <b>en noisettes</b>, en fouettant <b>au coin du feu</b>.        Recouvrir les <b>quenelles</b> de cette sauce et mettre au four à 200° (th.7) pendant 15 minutes.        Servir aussitôt avec un riz créole <b>légèrement parfumé</b> en décorant le plat avec les queues d'écrevisses.</p>	<p>Nantua sauce recipe:        Put 12 crawfish into boiling water and cook them for 5 minutes. Remove them from water, peel and keep their meat. Crush the shells and heads in a mortar with a pestle and put them into a pan with 100 grams of butter. When the butter begins to lighten (foam), add 1 cup of water. Let it boil for 2 minutes and put onto a towel to remove liquid. Cool it down and place it in a refrigerator for solidification: the butter should float on the surface. Melt 40 grams of butter in a saucepan, pour 40 grams of flour, stir it for 2 minutes and then add 50 centiliters of milk and liquid crawfish butter. Bring it to a boil while whipping, then season and add 10 centiliters of sour cream and leave boiling by one third. Add another 10 centiliters of cream, let it boil for 2 minutes, then make balls from the crawfish butter and whisk them near the fire.        Pour the resulting sauce over quenelles (meatballs) and cook in the oven at 200 degrees for 15 minutes.        Serve immediately with slightly seasoned Creole rice. Decorate the dish with crawfish tails.</p>

**Table 2 : Le poulet basquaise** (Basque chicken)

<p>C'est un plat qui sent bon l'été et les vacances. Normalement on le réalise avec des <b>piments doux</b>, <b>spécialité du pays basque</b>, mais hors cette région, je</p>	<p>This dish has the smell of summer and holidays. It is usually cooked with sweet peppers grown in the Basque Country. It is doubted that a similar product can be found</p>
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ne suis pas sûre que vous en trouviez facilement.	elsewhere in the world.
<b>Etape 1</b> Hacher l'oignon et l'ail. Couper les tomates en morceaux et <b>détailler les poivrons en lanières.</b>	<b>Step 1</b> Grind one onion and one garlic. Slice tomatoes and peppers.
<b>Etape 2</b> Faire chauffer 4 <b>cuillères à soupe d'huile</b> dans <b>une cocotte</b> . <b>Y faire dorer les oignons, l'ail et les poivrons.</b> Laisser <b>cuire</b> 5 min.	<b>Step 2</b> Heat 4 tablespoons of vegetable oil in a cast-iron pan. Parch the onion, garlic, and peppers for 5 minutes.
<b>Etape 3</b> Ajouter les tomates à la <b>cocotte</b> , saler, poivrer. Couvrir et laisser <b>mijoter</b> 20 min.	<b>Step 3</b> Put the tomatoes in a saucepan, add salt and pepper. Cover and simmer for 20 minutes over low heat.
<b>Etape 4</b> Dans <b>une sauteuse</b> , faire dorer dans l'huile d'olive les morceaux de poulet salés et poivrés.	<b>Step 4</b> Parch pieces of salted and peppered chicken in a stewpot with olive oil.
<b>Etape 5</b> Lorsqu'ils sont dorés, les ajouter aux légumes, couvrir, ajouter le <b>bouquet garni (tubulure</b> de poireau, des tiges de persil, 1 feuille de laurier, 1 branche de thym, des feuilles de céleri et de la <b>ficelle alimentaire</b> ) et le vin blanc et <b>c'est parti pour</b> 35 min de cuisson.	<b>Step 5</b> When the chicken pieces get fried, add vegetables and herbs (bouquet garni = a leek tubule, parsley sprigs, one bay leaf, a thyme sprig, celery leaves, and a food thread), pour the white wine and cook for 35 minutes.

**Table 3 : Le camembert** (Camembert = Normandy)

<b>L'élégance de son goût</b> , c'est d'abord la qualité du lait utilisé pour sa fabrication. Les <b>vaches de race normande</b> élevées dans des prairies où elles pâturent plusieurs mois de <b>l'herbe fraîche</b> , apportent <b>une qualité particulière au lait</b> . <b>Moulé à la louche</b> , le Camembert au lait cru est ensuite placé durant deux semaines <b>en hâloir</b> . Il <b>n'est emballé qu'au 13<sup>e</sup> jour</b> , <b>lorsque sa croûte présente ce bel aspect fleuri</b> . Pour la Crèmerie Royale, <b>35 jours minimum d'affinage</b> sont nécessaires afin qu'il soit <b>fait à cœur</b> et <b>délivre pleinement ses arômes</b> . Créé à l'époque de la révolution française dans le village de Camembert, il est le fruit de la rencontre d'une fermière et d'un prêtre fuyant Paris et la Terreur. Ce prêtre transmet son savoir-faire lié à la fabrication d'un autre très <b>grand fromage le Brie</b> . De cette rencontre naquit le Camembert, le <b>fromage emblématique</b> de la France et de ses spécialités culinaires. Sa fameuse boîte ronde en bois sera inventée plus tard, vers 1880, afin de faciliter son transport en train vers Paris notamment.	Its deep flavor is due to the fact that special Norman milk is used for its production. The Normande grows in meadows for several months and feeds on the freshest grass which gives the future cheese a unique flavor. Well-folded Camembert made of raw milk is placed in a drying room for 2 weeks. Cheese is packed only on the thirteenth day when it gets a white fluffy rind. A minimum of 35 days is needed for the cheese to mature (literally, "ripe in the middle" = with a slightly flowing texture) and start emitting an odor. This cheese was first made during the Great French Revolution in the village of Camembert. This product is the result of a meeting between a farm girl and a priest who fled Paris from the Reign of Terror. The priest told the farm girl the secret of making another great cheese – Brie. This is how Camembert was born, which is the symbol of France and its culinary traditions. Its famous round wooden packaging was invented later (in 1880) to deliver cheese by train to Paris.
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**Table 4 : La tomme de Savoie** (Savoie cheese = Savoy region, southeastern region of the French Alps)

<b>Tomme de Savoie</b> est l'appellation d'origine d'un fromage produit en France dans la région alpine de Savoie.	<b>Tomme de Savoie is a controlled name</b> of cheese produced in the region of Savoy, the French Alps.
La tomme de Savoie est un fromage <b>à pâte pressée non cuite</b> , d'un poids moyen de 1,6 kg. L' <b>empresurage</b> s'effectue entre 30 et 35 °C à partir d'une <b>présure</b> issue de la <b>caillette</b> du veau puis, après <b>brassage</b> , la tomme est <b>moulée</b> puis salée. <b>La croûte</b> , toujours <b>grise</b> , est couverte de moisissures jaunes ou rouges et elle est parfois percée de trous, au même titre que la pâte.	This massive cheese weighing about one and a half kilograms that is not pre-cooked. Rennet extract is prepared at the temperature of 30-35 degrees based on the rennet enzyme separated from the cow rennet. After mixing, Tomme is placed in a special form and salted. The rind is always gray and covered with yellow or red mold. Sometimes holes are made like in the original milk product.
Sa période de <b>consommation optimale s'étale de juin à octobre</b> après un affinage de 10 semaines, en caves avec des <b>soins de frottage</b> et <b>retournement</b> pour que la <b>croûte fleurie</b> se développe. Mais elle est aussi excellente de mars à décembre. Sa pâte, blanche à jaune	The optimal use of this cheese extends from June to October (the cheese is also great from March to December), after 10-week maturation in a basement with the necessary careful wiping and turning to form a fresh rind. Its white pulp with pale yellowness pleasantly sticks



pâle, est **collante** et dégage une odeur de cave ou de moisi. Elle fond dans la bouche, et **développe un goût de noisette**. Les tommes fabriquées avec du **lait issu de bêtes pâturant l'été sont plus parfumées**.

to the palate and has a subtle cellar smell and mildew. Tomme melts in the mouth and leaves a nutty flavor. Cheese made of the milk of animals grazing on the Alpine slopes in summer has more fragrant characteristics.

We should note that all the above-mentioned recipes and descriptions contain the following elements:

1. Specific terms, common to the regions of origin of the product (*Astacus astacus*; *linge*; *piment doux basquais*; *vache de race normande*; *Camembert*; *tomme de Savoie*). Discourse fragments include not only flavor and color nominations (*relever*; *couleur*; *saveur*; *mousseux*; *épaisse*; *saler*; *poivrer*; *arômes*; *gout de noisette*) but also descriptions of consumption aesthetics (*sentir bon l'été et les vacances*; *élégance de son goût*; *bel aspect fleuri*). In other words, not only the fact of cooking but also the aesthetic aspect of action and perception are of great importance.
2. Close attention and reverent attitude to ingredients and original local products (*consommation optimale de juin à octobre*; *soins de frottage*; *retournement*; *excellente de mars à décembre*; *lait issu de bêtes pâturant l'été sont plus parfumées*; *fromage emblématique*; *fruit de la rencontre d'une fermière ...*; *tubulure de poireau*; *tiges de persil*; *bouquet garni*).
3. Precise instructions on the purpose and quality of kitchen utensils (*sauteuse*; *ficelle alimentaire*; *boite ronde en bois*; *cocotte*; *hâloir*; *mortier*).
4. The use of colloquial terms and terms describing human qualities (*je ne suis pas sûre que vous en trouviez facilement moulée à la louche*; *c'est parti pour ...*).

We cannot but mention another gastronomical phenomenon in the nominative system of the French language. We refer to regionalisms denoting the same culinary objects through different nominations. The table below demonstrates segments of the original food nominations depending on the geographical region of France:

**Table 5:** The demonstrates segments of the original food nominations depending on the geographical region of France

Region	Nomination	Region	Nomination
Paris, northern France	<i>Pain au chocolat</i>	Southwest France, Toulouse	<i>Chocolatine</i>
Paris	<i>Baguette</i>	Southern France	<i>Flûte</i>
Toulouse	<i>Cassoulet</i>	Southern France, the Franco-Spanish border	<i>Moungétade</i>
Toulouse	<i>Saucisse de Toulouse</i>	Lille	<i>Fricadelle</i>
Southern France	<i>Soupe au chou</i>	Auvergne (central France, mountainous area)	<i>Potée Auvergnate</i>
The west coast of France	<i>Bar</i> (red bream)	The French Riviera	<i>Loup</i> (wolffish)

The list above presents a small number of regional nominations that "compete" with common ones. We use the verb "compete" with quotation marks but some nominations experience real linguistic competition. Thus, the French are still debating about what to call their famous "chocolate bread": *pain au chocolat* or *chocolatine*. Southwest France calls this delicacy pastry "chocolatine", while the rest of the French Republic prefers "pain au chocolat". This is so much the case that inhabitants of regions send their requests to the president and ask to include local nominations into general French dictionaries.

As one can see, regional nominations reflecting the specifics of local gastronomy are still the focal point for the French nation. Recipe-related gastronomical discourse and culinary terms have not only a unique toolkit of linguistic and cultural means but also the special pragmatics of communicative units.

## RESULTS AND DISCUSSION

The methodology we propose is based on the interpretation of gastronomical cognition as a result of empirical and linguistic experience, the systematic and activity-based understanding of discourse, language consciousness, speech, and communication. We lay a special emphasis on the integrative study of mental and speech-communicative mechanisms for generating utterances with the help of data received from related disciplines. The main element of the cognitive-communicative paradigm remains the linguistic analysis of factual material complemented by the synthesis of cognitive and functional research methods: lexicographic and contrasting description, speech act research and analysis of everyday/gastronomical discourse. The integral representation of cognitive gastronomy, language, speech activity and communication aim to create an integrated model of discourse and personality mediated by the above-mentioned phenomena in the ethnocultural field of their functioning.

The analysis of gastronomic discourse requires to combine methods of several sciences, with semiotics and communication theory as the fundamental ones for this article. This approach seems to be the most promising for studying ethnocultural features of communication and forming a model of gastronomic discourse and linguistic personality since it dynamically integrates both linguistic and communicative characteristics. While using the achievements of linguistic and communicative theories, we can comprehensively solve the problem of personality in language and, in particular, gastronomic discourse.

We conducted this research in the theoretical context but it can also have practical importance, for example, for the linguistic identification of a person and their linguo-aesthetic training during classes on some native or foreign language based on the analysis of gastronomic discourse. At the same time, an adequate description of the communicative/gastronomic system and linguistic identity can be achieved only at the level of interdisciplinary knowledge containing psychological, social, ethical and other components reflected in one's language.

## CONCLUSION

Therefore, the ethnical and cultural nature of French cuisine and gastronomic communication is characterized by a number of specific features that can be revealed at all levels of their linguocultural functioning. The language material selected for the study can be classified with due regard to the evolution of the following three components: regional, bourgeois and haute cuisine. The French provincial cuisine fulfills a creative function of the nationwide gastronomy. Recipes and gastronomic terms are an integral part of the French culinary heritage. Culinary regionalisms represent an invaluable material for studying the ethnocultural component of the French gastronomic discourse.

Modern research paradigms mostly regard the process of consumption as a discourse-related phenomenon (text). Text and discourse are the basic components for forming a gluttony worldview and communication. It is argued that all levels of language and discourse organization within the framework of gluttony topics have a semiotic potential for identifying national cultural characteristics, in particular, the French culinary discourse and terms.

While setting research tasks, it is advisable to outline prospects for the further study of the ethno-connotational potential of culinary discourse and its terms. We propose to thoroughly consider the correlation between haute cuisine and haute couture. Within the cross-cultural analysis of gastronomy-related language material, it is advisable to determine the dominant features of the communicative behavior of individuals representing different linguocultures.

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