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**THE EVOLUTION OF WINE TERMINOLOGY IN THE
ROMANIAN LANGUAGE**

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AND SPECIALIZED LANGUAGES; TRANSLATION STUDIES
(ROMANIAN LANGUAGE)**

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The doctoral dissertation and its summary may be consulted at the National Library of the Republic of Moldova, the Central Library of Alecu Russo Balti State University and on the ANACEC website (www.anacec.md).

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CONCEPTUAL FRAMEWORK OF THE RESEARCH

The relevance and importance of the research stem from the rapid development of the wine sector, the expansion of exports, the growth of wine tourism, and the increasing volume of specialized, advertising and commercial texts. The modernization of cultivation and winemaking technologies, the emergence of new products and processes, and the international circulation of wines create a need for the terminologization, standardization and translation of specialized terms. Vitivinicultural lexis develops both by drawing on the resources of the Romanian language and by borrowing and adapting terms from other languages. Units such as *terroir*, *barrique*, *cuvée*, *blend* and *sur lie* are frequently used on labels and in brochures, catalogues and websites, which justifies the examination of loanwords, xenisms and internationalisms, while other units, such as *vin cu corp*, also require the examination of calques.

The importance of this research is further underscored by the role of the wine label as a specialized, commercial, and multimodal microtext, in which technical, legal, and geographical information is combined with elements of identity, persuasion, and visual design. Studying chromatic, olfactory, and gustatory vocabulary is necessary for understanding how the sensory experience is conceptualized and linguistically expressed. The social and practical relevance of the topic is supported by the breadth and diversity of wine communication, as reflected in the researched corpus.

Object and corpus of the research. The object of the research is vitivinicultural lexis, examined in its evolution, structural-semantic organization and functioning in specialized, descriptive, commercial and cultural contexts. The corpus comprises 872 terms excerpted from dictionaries, specialized works, sector-specific regulatory acts, labels, back labels, brochures, catalogues and websites of producers from the Republic of Moldova (117 wine entities), complemented by international wine labels.

Aim and objectives of the research. The aim of the dissertation is to describe the evolution, structure and functioning of vitivinicultural lexis by examining its historical formation, the internal and external means of its formation and enrichment, the use of terminological units in specialized wine discourse and the ways in which sensory perceptions are expressed.

In order to achieve the proposed aim, the **following objectives** were formulated:

a) to delimit the conceptual and theoretical framework of the research by clarifying the relationship between the concepts of semasiology and onomasiology and by establishing the features of the field as a specialized lexical system;

b) to trace the historical, cultural and linguistic development of vitivinicultural lexis and examine the communicative and onomastic functions of its units;

c) to identify, classify and describe the internal and external means of formation and enrichment of vitivinicultural lexis, focusing on the interplay between lexical creation, semantic specialization and interlinguistic influences;

d) to analyse the wine label as a specialized and multimodal microtext by examining the organization of information, discursive strategies and the interaction between terminology, cultural identity, text and image;

e) to carry out a contrastive analysis of wine labels from the Republic of Moldova and international wine labels in order to identify terminological, discursive, identity-related and plurilingual models;

f) to inventory, classify and interpret the chromatic, olfactory and gustatory units used in the terminologization of sensory perceptions and to establish the relationship between perception, conceptualization and linguistic expression.

The research hypothesis is based on the premise that vitivinicultural lexis constitutes a dynamic and open specialized system whose evolution is determined by the interaction between the internal resources of the language, interlinguistic contacts, technological transformations and the diversification of communicative contexts. It is assumed that an integrated analysis of terms, proper names, labels and sensory descriptors will reveal links between conceptual precision and discursive variation, and between international terminology and local cultural identity.

Research methods. The methodological basis draws on the terminological approaches developed by E. Wüster, M. T. Cabré, D. Gouadec, J. Quirion, A. Bidu-Vrănceanu, E. Mincu, D. Butiurca, D. Chiș and I. Druță, as well as on I. Nuță's study *Terminologia viticolă în limba română*, which draws on extensive dialectal, historical and onomasiological material.

The descriptive method and structural-morphological and semantic analyses were used to identify and classify lexical units. Historical-linguistic

and etymological methods traced the evolution of terms. Onomastic and transonymic analysis was applied to the names of grape varieties, regions, wineries and products. Discourse, contrastive and multimodal analyses identified the informative, evaluative and persuasive functions of vitivinicultural lexis.

The scientific novelty and originality of the investigation lie in its integrative approach to vitivinicultural lexis, combining terminological, lexicological, historical-linguistic, semantic, onomastic, discursive, multimodal and translation-studies perspectives. The study extends the analysis beyond strictly technical terminology to units used in wine production, evaluation, promotion and marketing. The innovative aspects of the research include the following:

a) the delimitation and definition of semasiological and onomasiological concepts, as well as the clarification of the relationship between them;

b) the identification, inventory, classification and analysis of an extensive corpus of lexical and terminological units selected from dictionaries, specialized works, labels, back labels, brochures, catalogues and electronic sources of wineries;

c) the systematization of the internal and external means of formation and enrichment of vitivinicultural lexis through the examination of derivation, compounding, conversion, abbreviation, semantic specialization, borrowings, xenisms, internationalisms and calques;

d) the examination of the wine label as a specialized and multimodal microtext in which terminology interacts with identity-related, discursive, graphic and chromatic elements;

e) the contrastive approach to wine labels from the Republic of Moldova and international wine labels, which reveals the terminological and discursive specificity of the national label, its plurilingual dimension and the identity function it performs in the promotion of the vine and wine product;

f) the investigation of the onomastic features of the vitivinicultural field, including the process of transonymization in the names of grape varieties, regions, wine cellars, wineries and products;

g) the inventory, classification and interpretation of the chromatic, olfactory and gustatory units used in the terminologization of sensory perceptions;

h) the analysis of the link between specialized terminology, communicative functions and the informative, evaluative, persuasive and identity-related strategies of wine discourse.

The theoretical significance of the research lies in its diachronic and systematic approach to wine terminology in the Romanian language. In the Republic of Moldova, vitivinicultural lexis has been studied mainly from agricultural, technological and oenological perspectives, while its systematic linguistic investigation has remained insufficiently developed. The thesis contributes to the theoretical framework concerning the formation and evolution of terms, semantic specialization, contextual variation and the organization of vitivinicultural vocabulary, by correlating its historical, lexical, semantic, onomastic and discursive dimensions. It also highlights the relationship between term, discourse, sensory perception, culture and identity, and provides a theoretical basis for further research.

Practical value of the study. The findings may support the compilation of mono-, bi- and multilingual terminological dictionaries and glossaries, the drafting and translation of wine labels and back labels, catalogues, brochures and winery websites, and the work of terminologists, lexicographers, translators, producers, tour guides and wine marketing specialists. The analysed material may serve as a basis for developing university courses, teaching materials and practical assignments in lexicology, terminology, semantics, translation studies, discourse analysis and specialized communication.

Validation of the research results. The research results were presented and discussed within the Doctoral School of Philology of Alecu Russo Bălți State University. The findings have been disseminated through 15 scientific publications. A distinct terminographic contribution is the *Multilingual Dictionary of Viticulture and Oenological Terminology*, published by Verlag Dr. Kovač in Hamburg in 2026.

CONTENTS OF THE DISSERTATION

The **Introduction** sets out the relevance and importance of the topic, presents the state of research on vitivinicultural lexis, and situates the investigation within international and national scholarly concerns. It formulates the aim, objectives and hypothesis of the research, describes the corpus, and outlines the methodological framework, research methods, scientific novelty and originality of the study, its theoretical significance and practical value. This section also provides information on the approval and publication of the research results.

Chapter 1, *Theoretical and Historical Landmarks in the Study of Vitivinicultural Lexis*, provides the dissertation's conceptual and historical-linguistic foundation. The formation of Romanian vitivinicultural lexis is inseparable from the long history of vine-growing and winemaking practices.

In this research, vitivinicultural terminology designates lexical and phraseological units expressing specialized concepts in viticulture, oenology, wine storage and service, and sensory evaluation. It comprises both field-specific terms, such as *macerare*, *tanin*, *buchet* and *sur lie*, and units originating in general language that acquire specialized meanings in communication about wine, such as *corp*, *echilibru*, *structură*, *nas* and *final* [Negro, 2012, p. 2–3].

The review of the state of research confirmed the existence of important contributions at both international and Romanian levels. Studies by A. Lehrer, P. Blumenthal, E. Spiazzi, M. Kauffer and others have highlighted the semantic, discursive and sensory features of wine language. In Romanian scholarship, I. Nuță's contribution is a fundamental reference point, owing to the scope of its dialectal corpus and its historical, etymological and onomasiological analysis of grape variety names. Research by N. Giugea and C. Nedelcu has also emphasized the need to define and systematize Romanian oenological terminology.

A relevant theoretical framework for describing the **communicative functions** of wine language is provided by the models developed by K. Bühler and R. Jakobson. K. Bühler describes the communicative act in relation to three fundamental components of the communicative situation: the sender, the receiver and the realities to which the message refers. R. Jakobson extends the model and identifies six constitutive factors of verbal communication: the addresser, the addressee, the context, the message, the contact and the code. Each factor corresponds to a function of language: referential, emotive, conative, poetic, phatic and metalingual [Jakobson, 1960, p. 353–357]. The application of Roman Jakobson's model in the present study demonstrates that texts about wine are not limited to the transmission of technical data. They describe sensory perceptions, express evaluations, influence the receiver, maintain contact with the receiver, explain specialized terms and exploit the aesthetic form of the message.

Vitivinicultural onomastics occupies a distinct place in the organization of specialized lexis, since the proper name does not merely serve to identify an individual referent. V. Răileanu considers the proper name to

be “a motivated linguistic sign” at the moment it is assigned [Răileanu, 2013, p. 60]. The initial motivation may fade over time, yet the name continues to identify its referent and to accumulate historical, geographical, social and cultural connotations. From this perspective, names such as *Purcari*, *Cricova*, *Codru*, *Ștefan Vodă* and *Valul lui Traian* do not merely convey information about where a product comes from, but also evoke notions of tradition, authenticity, continuity and prestige. The wine corpus makes it possible to distinguish four main onymic categories: ampelonyms, toponyms, transferred anthroponyms and ergonyms. **Ampelonyms** are the proper names of grape varieties, such as *Viorica*, *Fetească Albă*, *Fetească Neagră*, *Rară Neagră*, *Cabernet Sauvignon* and *Merlot*. **Anthroponyms** may be transferred to a grape variety, a wine, a winery or a product line, while **ergonyms** individualize enterprises, wineries, wine cellars and other producing entities.

An important phenomenon is **transonymization**, i.e. the transfer of a proper name from one onymic class to another, whereby it retains its status as a proper name but changes its referent. Thus, *Viorica* follows the path *anthroponym* → *variety name* → *wine name*, whereas *Purcari* follows the trajectory *toponym* → *ergonym* → *component of a trade name*. G. Cislaru notes that “[...] toponyms are among the linguistic units most exposed to socio-historical phenomena: from the changes of place names under various political regimes to the symbols of world-famous events, toponyms record contextual elements with great ease” [Cislaru, 2015, p. 99].

Oikonyms, i.e. names of settlements, appear either independently or within broader denominative structures: *Mileștii Mici*, *Vinăria Ialoveni*, *Tomai Village*, *Chișinăul Vechi*, *Vinăria Căinari*, *Crama Mingir*, *Corten Vin*, *Vinuri de Comrat*, *Vinăria Ungheni* and *Vinăria Romanești*. **Oronyms** are names associated with landforms, such as *Vinăria din Vale*, *Larga Valley*, *7 Coline* and *Holm*. These names draw on relief and spatial configuration to construct product and producer identity. **Hydronyms** are the proper names of bodies of water or names formed by reference to them, such as *Domaine La Prut* and *Maluri de Prut*. The use of the hydronym associates the wine with a precise natural space and turns the geographical element into a sign of terroir. **Toponyms with regional or historical-identity value** are represented by names such as *Codru*, *Valul lui Traian*, *Ștefan Vodă*, *Bessarabian Province*, *Bugeac Gagauz Wine*, *Gold Bugeac* and *Moldova*. They function not only as territorial landmarks but also as markers of identity, since they link wine to the history, traditions and collective memory of the community.

I. Jordan observes that historical, social, economic and political moments “find an echo, often prolonged, sometimes permanent and definitive, in toponymy” [Jordan, 1963, p. 2].

The analysis of the corpus reveals several functions of proper names in wine discourse. The first of these, the *denominative function*, assigns an individualizing name to a grape variety, region, producer or product. Through this function, *Viorica* is distinguished from other varieties, and *Purcari* from other wine areas and producers. Closely related to it is the *classifying function*, realized by combining the proper name with a terminological appellative such as *variety*, *wine*, *region*, *winery* or *vineyard*. Used on its own, the name may identify its referent only for receivers familiar with the field, whereas the presence of the classifier helps to remove ambiguity.

Vitivinicultural lexis is the broader set of units used in vine growing and in the production, storage, evaluation and marketing of wine, whereas vitivinicultural terminology is its specialized component, conceptually organized and oriented towards precision in professional communication. The theoretical frameworks of E. Wüster, M. T. Cabré, A. Bidu-Vrănceanu, D. Gouadec, E. Mincu, I. Druță, D. Butiurca and other scholars reflect the evolution of terminology from a normative conception, centred on the relationship between concept and term, to communicative, cognitive and socioterminological approaches. From this perspective, a term does not function in isolation, but in relation to the field, the discursive context, its users and the purpose of communication. It is therefore concluded that vitivinicultural lexis should be studied as a specialized, dynamic and open system, situated at the intersection of linguistics, viticulture, oenology, history, culture, marketing, tourism and translation studies.

Chapter 2, *Internal and External Means of Formation and Enrichment of Vitivinicultural Lexis*, examines the mechanisms by which the vocabulary of the field develops and adapts to scientific, technological and social change. The expansion of research in viticulture and oenology, the modernization of technological processes, the diversification of production and the internationalization of professional communication have given rise to new lexical units and to the semantic specialization of existing words. The analysis addresses both the use of the internal resources of Romanian, through derivation, compounding, conversion, abbreviation and semantic specialization, and external influences manifested through lexical borrowings, xenisms, internationalisms and calques. It also highlights the

processes by which terms from other languages are adapted and integrated, as well as the circulation of certain lexical units between specialized fields.

The **internal means** include derivation, compounding, conversion and the development of new meanings, processes that contribute to the emergence and specialization of lexical units. Derivation is one of the most productive ways of forming vitivinicultural lexis. **Suffixal derivation** is illustrated by the terms *presare*, formed from the verb *a presa* with the suffix *-are*, and *macerare*, formed from *a macera* with the same suffix. **Prefixal derivation** is represented by the terms *hiperaciditate*, formed with the prefix *hiper-* and designating an excessive level of acidity, and *supermaturat*, formed with the prefix *super-* and used for a product that has reached a very advanced degree of ripening. **Compounding** is illustrated by the formations *galben-pai* and *roșu-cărămiziu*. **Conversion** involves a change of grammatical value without a change in the form of the word. In wine discourse, chromatic or classifying adjectives may be nominalized, as in *un alb* and *un roșu*, where the terms no longer denote only the colour but the type of wine. Similarly, in the construction *un spumant*, the adjective acquires nominal value and designates a category of wine product.

Vitivinicultural vocabulary is also enriched through processes of formal reduction: abbreviations, initialisms and acronyms. These condense complex names and facilitate the rapid identification of institutions, classifications and certification systems. Relevant examples are *OIV* – International Organisation of Vine and Wine, *AOC* – Appellation d’Origine Contrôlée, *AOP* – Appellation d’Origine Protégée, *PGI* – Protected Geographical Indication, *DOC* – Controlled Designation of Origin and *DOCG* – Denominazione di Origine Controllata e Garantita.

Argotisms in vitivinicultural lexis are characterized by marked dynamism and a predominantly oral existence, which places them in a zone of linguistic instability that is difficult to delimit. Moreover, argot is in a permanent process of renewal, on the one hand, “for predominantly aesthetic reasons: in order to be always expressive, inventive, free”, and, on the other hand, “in order to keep the secret of marginal groups, violated by indiscretions, police investigations or linguistic studies” [Zafiu, 2001, p. 194]. The same category includes the expressions *l-a mâncat drojdia*, referring to defective alcoholic fermentation, *vin obosit*, referring to a wine in organoleptic decline, *via-i flămândă*, used for nutrient-poor soil, *a luat aer*, meaning excessive contact with oxygen, and *s-a prins*, for a spoiled wine [Muntean, 2026, p. 121–132].

Wine consumers, in turn, contribute to the development of an expressive vocabulary. Thus, *un vin slab* may be called *apă chioară* or *suc*, a high-quality wine may be designated by metaphors such as *elixir* or *sfîntenie*, and an excessively sour wine may be called *borș*. From a functional point of view, argotisms do not have only a cryptic role [see Popa, Chira, 2014, p. 234–243], but also perform expressive, ludic, identity-related and cognitive functions. R. Zafiu emphasizes that “argot is a means of provocation and amusement: an area in which anonymous creativity manifests itself” [Zafiu, 2010, p. 219].

The external means of formation and enrichment of vitivinicultural lexis are represented by lexical borrowings, xenisms, internationalisms and linguistic calques.

Lexical borrowing is the adoption of a unit from another language, with possible phonetic, graphic and morphological adaptations. In the vitivinicultural terminology of the Republic of Moldova, French is one of the main sources of modern borrowings, a fact explained by the prestige of French viticulture and oenology. M. T. Cabré includes borrowing among the external mechanisms of term formation, noting that terminological units may come from another language, another code or another subfield [Cabré, 1999, p. 88–89]. Relevant examples are *baric*, *cuvée*, *terroir*, *somelier*, etc.

Xenisms are lexical units adopted from other languages and used in Romanian vitivinicultural terminology in their original form or with a low degree of adaptation. They preserve the graphic, phonetic or morphological features of the source language and are perceived as foreign elements. A. Stoichițoiu-Ichim notes that “current linguistic reality does not allow a precise delimitation between Anglicisms/Americanisms or Gallicisms and xenisms, alloglot words or, simply, foreign words” [Stoichițoiu-Ichim, 2005, p. 83].

The linguistic calque is an external or mixed means of enriching vitivinicultural vocabulary. M. Stanciu-Istrate defines it as “a mixed means of enriching the language, which consists in rendering a foreign word with a clear internal form, a foreign meaning, a foreign phraseological unit or a foreign grammatical device” [Stanciu-Istrate, 2006, p. 61]. Unlike borrowing, the calque does not involve the direct adoption of the form: Fr. *barrique* → Rom. *baric* is an adapted borrowing, whereas Engl. *wine with body* → Rom. *vin cu corp* is a calque.

Semantic mechanisms play an important role in wine description. In wine discourse, metaphor is not merely a stylistic device but a cognitive and

terminological mechanism. It is necessary to distinguish between the *conceptual metaphor* – the general cognitive schema through which a target domain is understood by means of a source domain – and the *terminological metaphor* – the specialized lexical unit resulting from metaphorical transfer. D. Butiurca stresses that metaphor “is not a mere figure of substitution, functional only in poetic expression, but a specialized, complexly constructed term that provides access to scientific knowledge” [Butiurca, 2011, p. 26].

The analysis of tasting language reveals several productive metaphorical models. The model **wine is a living being** is realized through *vin tânăr*, *vin matur*, *vin viu*, *vin obosit*. The model **wine is a body** is illustrated by *corp*, *corpulent*, *nas*, *gură*, *schelet*. The architectural metaphor appears in *structură*, *bine construit*, *charpenté*, and the geometric metaphor through *rotund*, *ascuțit*, *angulos*. The model **wine is a fabric** is actualized through *catifelat* and *mătăsos*, while the model **wine is a mouldable material** is realized through *aspru*, *dur*, *moale*, *șlefuit*. Metaphor frequently combines with metonymy: in the phrase *nasul vinului*, the organ of perception designates the totality of olfactory impressions. Personification is also productive: *vinul se deschide*, *se exprimă*, *dezvăluie*, *seduce* and *surprinde*.

Chapter 3, The Wine Label – a Space of Terminology and Cultural Identity, examines the label as a specialized document, a commercial microtext and a multimodal construct. The wine label is a particular form of specialized communication and, at the same time, a complex object of research, situated at the intersection of terminology, semiotics, discourse analysis, pragmatics, intercultural communication and multimodality studies. Although its primary function is to identify the product and convey information about the wine's name, the producer, origin, grape variety, vintage, wine type, alcohol content, nominal volume and other technical or legal characteristics, its linguistic structure frequently goes beyond the purely informative level. The label brings together terminological units, proper names, geographical indications, legal and vitivinicultural classifications, descriptive and evaluative structures, persuasive formulas, narrative elements and cultural symbols, all organized within a limited physical space.

From a terminological perspective, the label provides relevant material for examining how specialized terms function in communication addressed to specialists, connoisseurs and consumers without advanced oenological knowledge. Units such as *vin sec*, *vin demisec*, *vin spumant*, *cuvée*, *terroir*,

barrique, vinification, tanins, acidité, postgust, appellation d'origine protégée, indication géographique protégée, denominación de origen calificada, denominazione di origine controllata, Qualitätswein, Landwein, Crianza, Reserva, mis en bouteille au château or mis en bouteille au domaine coexist with evaluative adjectives, sensory descriptors and metaphorical structures.

The historical evolution of the label and the development of its informative function. A fundamental contribution to the study of the language of wine labels belongs to François Guichard, who examines the label from a geographical, historical, cultural and communicational perspective. From his perspective, “the language of the label has always had two simultaneous purposes: information and appearance” [Guichard, 2000, p. 364]¹.

The label: a cultural, social and visual discourse. In the twentieth century, the development of bottling and the diversification of the market consolidated the role of the label as an instrument of wine communication, in which terminological information interacts with the cultural-visual dimension. The limited surface requires the condensation and hierarchization of information, since, according to F. Guichard, this led to the creation of “rigorous codes, efficient hierarchies and a particularly elaborate system of language” [Guichard, 2000, p. 367].

The contemporary label: its new functions. The certifications *Bio, organic, Demeter, Ecovin, vegan* and *biodynamic* introduce a vocabulary of sustainability, ecological responsibility and ethical consumption. In these cases, the production method becomes a central part of the wine's identity.

Wine labels from the Republic of Moldova display a considerable diversity of terminological, discursive and visual strategies. Five dominant models have been identified. **The terminological-informative model** is illustrated by the label *Timbrus Sauvignon Blanc de Purcari*, in which information is organized under the headings *terroir, struguri, culoare, aromă, gust, postgust, servire* and *bucate*. **The sensory-descriptive model** comprises labels in which the message is organized around the visual, olfactory and gustatory perception of the wine. The terms *aromă, buchet, aciditate, taninuri, gust* and *postgust* are associated with evaluative adjectives, concrete perceptual reference points, metaphors and intersensory transfers. **The identity-narrative model** identified in the national corpus is

¹ Here and below, translations of quotations from foreign-language sources are the author's own, unless otherwise indicated.

represented by labels in which information about the wine is integrated into a narrative of origin, land, family and continuity. The recurrence of the lexemes *pământ, meleaguri, rădăcini, strămoși, moștenire, familie, generații, tradiție* and *continuitate* identifies a distinct lexical-semantic core of belonging. **The cultural-artistic model** in the national corpus is represented by labels that integrate wine into a cultural, artistic or heritage universe. In such examples, the identity of the product is not constructed exclusively through origin, grape variety or sensory profile, but through association with music, cultural personalities, traditional symbols, historical figures or representations inspired by folk culture. **The visual-multimodal model** of national labels demonstrates that the identity of the wine label is not constructed exclusively through text. Colour, typography, the organization of space, the emblem, the monogram, the portrait, zoomorphic representation, the pictogram and the shape of the packaging may perform identifying, axiological and persuasive functions. A first mechanism is the condensation of identity through emblem and monogram. The *Gogu Winery* label uses the letter *G*, framed in a circular shape. The initial derives directly from the producer's name and functions as a form of visual condensation of denominative identity.

International wine labels complement the corpus from the Republic of Moldova and make it possible to examine terminological, legal, persuasive and visual strategies in different cultural contexts. The analysed material comes from France, Switzerland, Germany, Austria, Italy, Spain, Portugal, Greece and Argentina. Six models have been delimited. **The model of origin and legal-vitivinicultural legitimation** draws on the toponym, the designation of origin, the geographical indication, the grape variety and the wine category, the front label functioning as a condensed formula of identification. **The sensory-descriptive model** organizes information around colour, smell, taste and persistence; M. Kauffer emphasizes that the descriptions concern “the organoleptic, i.e. sensory, characteristics of the wines presented, namely colour, smell and taste” [Kauffer, 2022, p. 429]. **The identity-narrative and heritage model** draws on family, genealogy, continuity and heritage, through elements such as the year of foundation, the portrait, the coat of arms, the castle or the formula *de père en fils*. **The ecological-certification model** is constructed through units such as *Bio, organic, Demeter, Ecovin, vegan, biodynamic* and *Rewilding Edition*, in which logos visually validate production practices and support ecological identity. **The commercial-ludic model** uses

colloquial language, imperatives and humour, as in the back label of *Rotkäppchen Rubin halbtrocken*, orienting the message towards brand memorability and an affective relationship with the addressee. **The cultural-artistic and multimodal model** integrates painting, music, portraiture, historical symbols, QR codes and other visual or digital resources, transferring aesthetic and cultural values onto the product.

The contrastive analysis of wine labels from the Republic of Moldova and international wine labels examines the organization of information, textual density, the hierarchy of terminological elements, the relationship between text and image, plurilingualism, strategies of product legitimation and the ways in which vitivinicultural identity is constructed.

A first relevant criterion for analysing the organization of information is textual density. Labels from the Republic of Moldova frequently include extensive texts that successively present the grape variety, terroir, vinification, colour, aroma, taste, aftertaste, serving recommendations and food pairings. In the examples analysed from *Purcari*, *Château Cristi*, *Château Vartely*, *Domeniile Davidescu*, *Timbrus*, *Vinăria din Vale* and *Asconi*, specialized terms coexist with evaluations, metaphors and cultural references.

The relationship between text and image is an important contrastive criterion. In the corpus from the Republic of Moldova, the visual component may localize origin, legitimize tradition, individualize the product range and highlight cultural heritage. For example, on the *Timbrus* labels, the headings and pictograms bring the back label close to the structure of an infographic, while the portraits of composers on the *Vinum Estate* labels integrate the product into a cultural discourse.

In the international corpus, the image performs heraldic, artistic, ecological, ludic and certifying functions. Thus, the castle depicted on the *Château d'Auvernier* label suggests heritage and prestige, while the animal symbols on *Altano Rewilding Edition* indicate biodiversity and support the ecological identity of the product.

Chapter 4, *The Lexis of Sensory Perceptions in Vitivinicultural Discourse*, analyses how sensory experience is conceptualized and lexicalized according to the sequence of tasting: **seeing**, **smelling** and **tasting**. It examines chromatic lexis, olfactory terms and descriptors, as well as units referring to taste, acidity, tannins, body, texture, balance, persistence and aftertaste.

The chromatic lexis of wine comprises the units used to name and evaluate the colours of wine, grapes and, in certain contexts, wine products. O. Bosenko and R. Eder emphasize that “colour is an important indicator of quality, especially in the case of red wine” [Bosenko, Eder, 2011, p. 167]. The influence of the visual context on perception has also been demonstrated experimentally. G. Morrot, F. Brochet and D. Dubourdieu showed that a white wine artificially coloured red was described using olfactory vocabulary specific to red wine [Morrot, Brochet, Dubourdieu, 2001, p. 309–320].

The red chromatic spectrum and its variations. In the national corpus, *red* is the category with the highest density of shades. The basic term *roșu* appears independently or enters into combinations with mineral, vegetal and material reference points. The series progresses from *roșu deschis* and *rubiniu* to *vișiniu*, *granat*, *purpuriu*, *violet* and, in the case of evolved wines, *cărămiziu*. *Ruby* is the most frequent reference point used to specify shades of red. At *Castel Mimi*, Governor’s Blend 2018, a blend of *Cabernet Sauvignon*, *Fetească Neagră* and *Saperavi*, is presented through the statement: *Un vin intens rubiniu care vă va surprinde prin arome fine de prune uscate și șofran, ce se vor regăsi și pe papilele gustative*. At *Chateau Cojușna*, *Piatra Roșie* 2017 develops the comparison: *Vin sec roșu, te cucerește din prima cu a lui culoare vivante de un roșu rubiniu, ușor deschis, asemenea unei rodii coapte*.

The white chromatic spectrum and its variations. The phrase *vin alb* designates the technological category, not opaque white. In visual descriptions, white wines are placed on a continuum from *alb-verzui* and *galben deschis* to *galben-pai*, *auriu* and *chihlimbariu*. As a rule, the base term *galben* is replaced or complemented by natural reference points – *pai*, *spic de grâu*, *lămâie*, *canar* – and by precious reference points – *aur*, *chihlimbar*.

The rosé chromatic spectrum and its variations. This category appears in the graphic forms *rosé*, *rose* and *roz*. The French form *rosé* is internationalized and functions both as the name of the category and in trade names. The descriptions range from *roz pal* and *roz pudrat* to *somon*, *trandafiriu*, *reflexe de căpșună* or *rodie*, *roșiatic* and *fuchsia*. Unlike red, where ruby and purple dominate, the chromatic description of *rosé* more frequently draws on flowers, fruit and effects of marginal transparency.

The lexis of wine aromas and olfactory perception. In wine terminology, *miros* may appear both in the description of positive characteristics and in the indication of faults. Structures such as *miros floral*,

miros fructat, *miros de fructe coapte* and *miros de condimente* are possible, but also *miros de plută*, *miros de mucegai*, *miros de motorină* or *miros de hidrogen sulfurat*. In oenological discourse, the terms *miros*, *aromă*, *buchet* and *nasul vinului* are semantically close, but they are not absolute synonyms.

Depending on their origin and the moment of their formation, wine aromas are classified into *primary*, *secondary* and *tertiary*. **Primary aromas**, associated with the grape variety, are expressed through fruity, floral, vegetal, citrus or spicy descriptors, such as *măr*, *pară*, *cireșe*, *violete*, *mentă* or *ardei verde*. **Secondary aromas** appear during fermentation and vinification and are rendered through *note de drojdie*, *pâine*, *unt* or *produse lactice*, while tertiary aromas develop in the process of maturation and ageing. The olfactory profile is also evaluated through adjectives such as *delicat*, *proaspăt*, *intens*, *bogat* or *complex*: “un tablou olfactiv delicat și ispititor” (*Château Vartely, Totem Fetească Neagră Rosé*). **The fruity family** is one of the richest and includes names such as *măr*, *pară*, *cireașă*, *vișină*, *prună*, *coacăză neagră*, *căpșună*, *zmeură*, *grapefruit*, *fructe de pădure*. **The floral family** includes terms such as *violetă*, *trandafir*, *salcâm*, *tei*, *iasomie*, *soc*, *flori albe*, etc. Vegetal and herbaceous descriptors include *iarbă proaspăt tăiată*, *fân*, *frunze*, *ferigă*, *ardei verde*, *mentă* and *eucalipt*. **The spicy family** is represented by *piper*, *cuișoare*, *scorțișoară*, *cardamom*, *anason* and *vanilie*.

Gustatory perception and the lexis of wine taste. In general language, the term *gust* may designate the totality of impressions perceived during consumption. In the terminology of *tasting*, however, it is necessary to distinguish between tastes proper, aromas perceived retronasally and tactile sensations produced in the oral cavity. The perception of wine taste extends beyond the identification of basic sensations, such as sweetness, acidity and bitterness, and includes the evaluation of alcohol, tannins, body, astringency, texture, structure, balance and persistence. For the synthetic representation of the gustatory vocabulary identified in the research corpus, a *wine taste wheel* was developed for the terminologization of elementary tastes, acidity, tannins and astringency, body, structure and texture, as well as intensity, balance and persistence.

The noun *corp* denotes the impression of volume and consistency produced in the oral cavity. The terms *echilibrat*, *armonios* and *balansat* are evaluative descriptors of the relationship between the components of wine. They do not designate an isolated sensation, but the relationship between acidity, alcohol, tannins, sweetness and fruitiness: *gust echilibrat de fructe și*

taninuri remarcabile, armonios, cu o astringență fină și un postgust lung (Château Dénovie, Saperavi, 2019); *gust balansat, catifelat* (Casa Petru, Merlot, 2020).

The term *postgust* designates the sensations that continue after the wine has been swallowed. In the corpus, it is accompanied by modifiers referring to duration, structure, effect or aromatic reference point: *postgust lung, postgust persistent, postgust fructat, postgust citric, postgust revigorant, postgust bogat, postgust complex*. The adjectives *amplu, rotund, ascuțit, moale, catifelat* and *mătășos* express complex sensations through semantic transfer.

The interaction between visual, olfactory and gustatory perception.

Smell is perceived orthonasally and retronasally, and in commercial discourse the distinctions are not always rigorously observed: fruit, flowers, vanilla or chocolate are presented as elements of taste, although they are recognized predominantly through olfaction. The corpus illustrates this overlap: *amplifică și completează gustul și aroma vinurilor degustate* (Château Vartely); *Buchetul bogat floral se transformă în gust proaspăt [...] cu postgust citric revigorant* (Castel Mimi, Pinot Grigio–Sauvignon Blanc, AnimAliens series) – a path that synthesizes the tasting process: olfactory bouquet → taste → aftertaste.

Synaesthetic transfers constitute an important category of sensory lexis. Structures such as *gust catifelat, postgust luminos, arome vibrante, aciditate zglobie, tablou olfactiv* and *atingere de mineralitate* express sensations that are difficult to delimit. According to M. Ubigli and M. C. Cravero, the effectiveness of descriptors depends on “relevance, univocity and the capacity for delimitation” [Ubigli, Cravero, 2020, p. 184–186].

GENERAL CONCLUSIONS AND RECOMMENDATIONS

The scientific problem addressed and resolved by this research concerns the delimitation, description and systematization of Romanian vitivinicultural lexis as a specialized, dynamic and open lexical system. This was achieved by establishing the relationship between vitivinicultural lexis and vitivinicultural terminology, tracing the main stages of its formation, identifying its internal and external mechanisms of formation and enrichment, examining onomastic units, analysing the functioning of terminology in wine-label discourse, and classifying the linguistic means used to describe chromatic, olfactory and gustatory perceptions. Following

the analysis of the specialized literature and of the corpus consisting of dictionaries, works in the field of viticulture and oenology, linguistic studies, sector-specific regulatory acts, labels, back labels, product sheets, brochures, catalogues and producers' electronic sources, we formulate the following **general conclusions**:

1. The findings support the view that vitivinicultural lexis constitutes a specialized, dynamic and open lexical system whose scope is broader than that of vitivinicultural terminology. Terminology constitutes its conceptual core and brings together the units validated in professional, scientific and technical communication, whereas lexis also includes descriptive, evaluative, expressive, cultural and commercial units.

2. The results reveal the direct connection between the formation of vitivinicultural lexis and the long-standing practices of vine growing, winemaking, storage and trade. The traditional lexical core, represented by units such as *strugure*, *butuc*, *curpen*, *vie*, *vin*, *must*, *teasc*, *cramă*, *beci*, *pivniță*, *paharnic*, *pivnicer*, etc., reflects the continuity of professional experience and the relationship between object, procedure and designation. The evolution of this lexis cannot be separated from the cultural, religious and identity dimension of wine.

3. The analysis carried out in Chapter 1, subchapter 1.4, and in Chapter 2, subchapter 2.1.2, reveals the interdisciplinary character of the organization of vitivinicultural lexis. It integrates units from viticulture, oenology, agronomy, chemistry, biology, food technology, gastronomy, economics, legislation, tourism, marketing and translation studies. Within the system, relations of synonymy, antonymy, hyperonymy, hyponymy, polysemy and conceptual association are manifested, as well as different degrees of semantic specialization.

4. The corpus analysed confirms the complementary role of internal and external mechanisms in the enrichment of vitivinicultural lexis. Derivation, compounding, conversion, abbreviation and semantic specialization demonstrate the capacity of the Romanian language to create units adapted to the requirements of specialized communication. Borrowings, xenisms, internationalisms and calques reflect contacts with other linguistic areas and the international circulation of oenological knowledge. Metaphor, metonymy, polysemy and synaesthetic transfer favour the specialization of units from general language, such as *corp*, *nas*, *buchet*, *structură*, *final*, *rotund* and *catifelat*.

5. The research carried out in Chapter 1, subchapters 1.6.1–1.6.4, reveals the essential role of proper names in the organization of vitivinicultural lexis. Ampelonyms, toponyms, transferred anthroponyms, ergonyms and commercial names indicate the grape variety, geographical origin, production region, winery, producer or product. These units perform referential, terminological, geographical, cultural, identity-related, legal and commercial functions, while transonymization explains the transfer of proper names from one onymic class to another.

6. The analysis of the corpus presented in Chapter 3, subchapters 3.1–3.3, demonstrates that the wine label functions as a specialized, hybrid and multimodal microtext, in which technical, legal, geographical and sensory information is combined with evaluative, persuasive, narrative and identity-related elements. Within the limits of the analysed corpus, labels from the Republic of Moldova can be grouped into terminological-informative, sensory-descriptive, identity-narrative, cultural-artistic and visual-multimodal models. International labels draw, in different proportions, on origin and legal legitimation, sensory description, heritage, ecological certification, commercial strategies and the artistic dimension.

7. The contrastive approach shows that the differences between labels from the Republic of Moldova and international labels concern primarily the hierarchy and weight of discursive components. Labels from the Republic of Moldova frequently draw on family, land, roots, tradition and continuity, whereas many international labels give greater visibility to legal classification, certification, origin and verbal economy. Plurilingualism facilitates the circulation of the product and performs terminological, informative, commercial, identity-related and intercultural functions.

8. The lexical-semantic analysis carried out in Chapter 4, subchapters 4.1–4.5, leads to the conclusion that the description of sensory perceptions is achieved through a complex lexical-semantic system organized around the chromatic, olfactory and gustatory dimensions. Chromatic lexis expresses colour, hue, intensity, reflections and clarity; olfactory vocabulary is organized into fruity, floral, vegetal, spicy, mineral and woody families; gustatory description includes the basic tastes, acidity, tannins, astringency, body, texture, balance, persistence and aftertaste. The interaction between the senses is expressed through analogies, comparisons, metaphors and synaesthetic transfers, confirming the dynamic and expressive character of vitivinicultural lexis.

On the basis of the findings and the methodological approach adopted, several recommendations can be formulated for further research on vitivinicultural lexis and for the application of the results in scientific, educational, sociocultural and professional contexts:

1. The study of vitivinicultural lexis may be deepened by correlating terminological, historical, semantic, onomastic, discursive and intercultural perspectives with a view to examining the relationship between the evolution of the vocabulary of the Romanian language and the technological, cultural, economic and social transformations of the vine and wine field.

2. Further investigation of the mechanisms of formation and enrichment of vitivinicultural lexis should address both internal processes and external influences, with particular attention to lexical creation, semantic specialization and borrowing.

3. Further research could examine the encyclopaedic character of proper names in the vitivinicultural field, as well as their referential, terminological, geographical, legal, cultural, identity-related and commercial functions.

4. Wine labels may be further investigated as specialized, identity-related and multimodal microtexts in which verbal elements interact with images, symbols, colour and graphic organization.

5. The results of the investigation may be used to develop recommendations on the drafting and translation of wine labels, in compliance with the principles of informational clarity, terminological precision, consistency of equivalents and accessibility of the message addressed to the consumer.

6. The plurilingualism of labels and promotional materials could constitute a distinct research direction in relation to the international circulation of wines, export markets, commercial strategies and specialized translation.

7. Research on the language of tasting may be intensified by examining the relationship between colour, aroma and taste, as well as the role of metaphor, comparison, analogy and intersensory transfers in the verbalization of perceptions.

8. The terminological corpus compiled and the classifications developed in the present study may serve as a basis for the development of mono-, bi- and multilingual lexicographic and terminographic resources intended for wine producers, translators, marketing specialists, tour guides, sommeliers

and other professionals involved in national and international vitivinicultural communication.

9. The results concerning sensory terminology, vitivinicultural identity, plurilingualism and the discursive organization of labels may be integrated into professional training programmes, university courses and activities promoting wine tourism, contributing to the development of specialized communication skills and to the enhancement of the vitivinicultural heritage of the Republic of Moldova in educational, cultural and economic contexts.

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ADNOTARE

Muntean Nicolina. *Evoluția terminologiei vinicole în limba română*. Teză de doctor în filologie, Bălți, 2026.

Structura tezei. Prezenta cercetare cuprinde adnotări în limbile română, engleză și rusă; introducere; patru capitole; concluzii generale și recomandări; referințe bibliografice (153 de titluri) și webografie (14 resurse); cinci anexe și 161 de pagini de text de bază; declarația privind asumarea răspunderii și CV-ul autoarei.

Cuvinte-cheie: lexic vitivinicol, terminologie vitivinicolă, evoluție lexicală, formarea cuvintelor, influențe interlingvistice, etichetă vinicolă, discurs vitivinicol, onomastică, multimodalitate, percepție senzorială, degustare.

Domeniul de studiu al tezei: lexicologie, terminologie, semantică lexicală, onomastică și analiza discursului specializat.

Scopul cercetării: descrierea evoluției, structurii și funcționării lexicului vitivinicol, prin examinarea constituirii sale istorice, a mijloacelor de formare și îmbogățire, a utilizării unităților terminologice în discursul vitivinicol specializat și a verbalizării percepțiilor senzoriale.

Obiectivele investigației: delimitarea cadrului conceptual și teoretic al cercetării, prin precizarea raportului dintre semasiologie și onomasiologie și stabilirea particularităților domeniului ca sistem lexical specializat; evidențierea reperelor istorice, culturale și lingvistice ale evoluției lexicului vitivinicol și examinarea funcțiilor comunicative și onomastice ale unităților domeniului; identificarea, clasificarea și descrierea mijloacelor de formare și îmbogățire; analiza etichetei vinicole ca microtext specializat și multimodal; analiza contrastivă a etichetelor vinicole din Republica Moldova și a celor internaționale; inventarierea, clasificarea și interpretarea unităților cromatice, olfactive și gustative utilizate în terminologizarea percepțiilor senzoriale.

Noutatea și originalitatea științifică: abordarea integratoare a lexicului vitivinicol prin corelarea perspectivelor terminologice, lexicologice, istorico-lingvistice, semantice, onomastice, discursive, multimodale și traductologice; extinderea analizei de la terminologia strict tehnică la ansamblul unităților utilizate în producerea, evaluarea, promovarea și comercializarea vinului; constituirea și clasificarea unui corpus de unități lexicale și terminologice, etichete și contraetichete; sistematizarea mijloacelor de formare și îmbogățire; examinarea etichetei vinicole ca spațiu al terminologiei și identității culturale; analiza contrastivă a etichetelor, a particularităților onomastice și a transnimitării; sistematizarea lexicului cromatic, olfactiv și gustativ și evidențierea raportului dintre terminologie, percepție senzorială și discursul vinicol.

Problema științifică importantă soluționată: fundamentarea unei modalități complexe de descriere a lexicului vitivinicol românesc ca sistem specializat, dinamic și deschis, prin corelarea evoluției istorice, a mecanismelor de formare, a influențelor interlingvistice, a funcționării discursive, a identității și percepțiilor senzoriale.

Semnificația teoretică: aprofundarea cercetării lexicului specializat românesc și completarea cadrului teoretic privind formarea, evoluția și funcționarea contextuală a unităților vitivinicole; precizarea raportului dintre lexic și terminologie; evidențierea relației dintre termen, discurs, percepție senzorială, cultură și identitate; oferirea unei baze pentru cercetări ulterioare de terminologie, lexicologie, semantică, onomastică și analiză a discursului.

Valoarea aplicativă: rezultatele investigației pot contribui la elaborarea dicționarelor și glosarelor mono-, bi- și multilingve, la redactarea și traducerea etichetelor și contraetichetelor, cataloagelor, broșurilor și site-urilor vinicole, precum și în activitatea terminologilor, lexicografilor, traducătorilor, producătorilor, ghizilor de turism și specialiștilor în marketing vitivinicol.

Rezultatele științifice: rezultatele cercetării au fost valorificate în 15 lucrări științifice, prezentate în cadrul manifestărilor științifice naționale și internaționale și discutate la ședințele Școlii Doctorale Filologie a Universității de Stat „Alecu Russo” din Bălți. O contribuție terminografică distinctă o constituie *Dicționarul multilingv al terminologiei vitivinicole*, publicat în 2026 la Editura Verlag Dr. Kovač din Hamburg.

ANNOTATION

Muntean Nicolina. *The Evolution of Wine Terminology in the Romanian Language*. Doctoral dissertation in Philology, Bălți, 2026.

Structure of the dissertation. The present research comprises annotations in Romanian, English and Russian; an introduction; four chapters; general conclusions and recommendations; references (153 titles) and webography (14 online resources); five appendices and 161 pages of main text; the declaration of responsibility and the author's CV.

Keywords: vitivinicultural lexis, vitivinicultural terminology, lexical evolution, word formation, interlinguistic influences, wine label, wine discourse, onomastics, multimodality, sensory perception, wine tasting.

Field of study: lexicology, terminology, lexical semantics, onomastics and the analysis of specialized discourse.

Aim of the research: to describe the evolution, structure and functioning of vitivinicultural lexis by examining its historical development, the means of formation and enrichment, the use of terminological units in specialized wine discourse, and the verbalization of sensory perceptions.

Research objectives: to define the conceptual and theoretical framework of the research by clarifying the relationship between semasiology and onomasiology and the features of the field as a specialized lexical system; to outline the historical, cultural and linguistic development of vitivinicultural lexis and to examine the communicative and onomastic functions of its units; to identify, classify and describe the means of formation and enrichment; to analyse the wine label as a specialized and multimodal microtext; to conduct a contrastive analysis of wine labels from the Republic of Moldova and international wine labels; to identify, classify and interpret chromatic, olfactory and gustatory lexical units used in the terminologization of sensory perceptions.

Scientific novelty and originality: the integrative approach to vitivinicultural lexis through the correlation of terminological, lexicological, historical-linguistic, semantic, onomastic, discursive, multimodal and translation-studies perspectives; the broadening of the analysis beyond strictly technical terminology to units used in wine production, evaluation, promotion and marketing; the compilation and classification of a corpus of lexical and terminological units, labels and back labels; the systematization of word-formation and lexical enrichment mechanisms; the examination of the wine label as a space where terminology and cultural identity intersect; the contrastive analysis of labels, onomastic features and transonymization; the systematization of chromatic, olfactory and gustatory lexis with emphasis on the relationship between terminology, sensory perception and wine discourse.

The important scientific problem solved: the substantiation of a comprehensive approach to describing Romanian vitivinicultural lexis as a specialized, dynamic and open system by correlating its historical evolution, mechanisms of formation, interlinguistic influences, discursive functioning, identity and sensory perceptions.

Theoretical significance: the advancement of research into Romanian specialized lexis and the development of the theoretical framework concerning the formation, evolution and contextual functioning of vitivinicultural units; the clarification of the relationship between lexis and terminology and between term, discourse, sensory perception, culture and identity; and the provision of a basis for further research in terminology, lexicology, semantics, onomastics and discourse analysis.

Practical value: the results may be used in the compilation of mono-, bi- and multilingual terminological dictionaries and glossaries, in the drafting and translation of wine labels and back labels, catalogues, brochures and winery websites, as well as in the work of terminologists, lexicographers, translators, producers, tour guides and specialists in wine marketing.

Scientific results: the research results have been disseminated in 15 scientific papers, presented at national and international scientific events, and discussed at the Doctoral School of Philology, Alecu Russo Bălți State University. A distinct terminographic contribution is the *Multilingual Dictionary of Viticulture and Oenological Terminology*, published in 2026 by Verlag Dr. Kovač in Hamburg.

АННОТАЦИЯ

Мунтян Николина. *Эволюция винодельческой терминологии в румынском языке.* Диссертация на соискание учёной степени доктора филологии, Бэлць, 2026.

Структура диссертации. Исследование включает аннотации на румынском, английском и русском языках; введение; четыре главы; выводы и рекомендации; библиографический список (153 наименования) и вебографию (14 электронных ресурсов); пять приложений и 161 страницу основного текста; декларацию об ответственности и CV автора.

Ключевые слова: виноградарско-винодельческая лексика, виноградарско-винодельческая терминология, лексическая эволюция, словообразование, межязыковые влияния, винная этикетка, винный дискурс, ономастика, мультимодальность, сенсорное восприятие, дегустация.

Область исследования: лексикология, терминология, лексическая семантика, ономастика и анализ специализированного дискурса.

Цель исследования: описание эволюции, структуры и функционирования виноградарско-винодельческой лексики через изучение её исторического развития, способов формирования и обогащения, употребления терминологических единиц в специализированном винном дискурсе и вербализации сенсорных восприятий.

Задачи исследования: определение концептуально-теоретических основ исследования, уточнение соотношения семасиологии и ономастиологии и особенностей данной области как специализированной лексической системы; выявление исторических, культурных и лингвистических этапов развития виноградарско-винодельческой лексики и коммуникативных и ономастических функций её единиц; выявление, классификация и описание способов формирования и обогащения; анализ винной этикетки как специализированного мультимодального микротекста; сопоставление винных этикеток Республики Молдова и зарубежных; выявление, классификация и интерпретация цветовых, обонятельных и вкусовых единиц терминологизации сенсорных восприятий.

Научная новизна и оригинальность: интегративный подход к виноградарско-винодельческой лексике, объединяющий терминологическую, лексикологическую, историко-лингвистическую, семантическую, ономастическую, дискурсивную, мультимодальную и переводоведческую перспективы; расширение анализа за пределы технической терминологии на единицы, используемые в производстве, оценке, продвижении и коммерциализации вина; формирование и классификация корпуса лексических и терминологических единиц, этикеток и контрэтикеток; систематизация механизмов словообразования и лексического обогащения; изучение винной этикетки как пространства взаимодействия терминологии и культурной идентичности; сопоставительный анализ этикеток, ономастических особенностей и трансономизации; систематизация цветовой, обонятельной и вкусовой лексики с акцентом на связь терминологии, сенсорного восприятия и винного дискурса.

Решённая важная научная проблема: комплексное описание румынской виноградарско-винодельческой лексики как специализированной, динамичной и открытой системы с учётом её исторического развития, формирования, межязыковых влияний, дискурсивного функционирования, идентичности и сенсорного восприятия.

Теоретическая значимость: развитие исследований румынской специализированной лексики и теории её формирования, эволюции и функционирования; уточнение соотношения лексики и терминологии, а также термина, дискурса, сенсорного восприятия, культуры и идентичности; основа для дальнейших исследований в терминологии, лексикологии, семантике, ономастике и анализе дискурса.

Практическая значимость: результаты могут применяться при составлении одно-, дву- и многоязычных терминологических словарей и глоссариев, подготовке и переводе винных этикеток, контрэтикеток, каталогов, брошюр и сайтов виноделен, а также в работе терминологов, лексикографов, переводчиков, производителей, гидов и специалистов по винному маркетингу.

Научные результаты: результаты исследования представлены в 15 научных публикациях, на национальных и международных научных мероприятиях и обсуждены в Докторской школе филологии Бельцкого государственного университета имени Алеку Руссо. Отдельным терминографическим вкладом является *Многоязычный словарь виноградарско-винодельческой терминологии*, опубликованный в 2026 году издательством Verlag Dr. Kovač в Гамбурге.

MUNTEAN NICOLINA

**THE EVOLUTION OF WINE TERMINOLOGY
IN THE ROMANIAN LANGUAGE**

**621.04 – LEXICOLOGY AND LEXICOGRAPHY, TERMINOLOGY
AND SPECIALIZED LANGUAGES; TRANSLATION STUDIES
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