FROM NOSE TO TONGUE: THE PROBLEM OF CATEGORIZING ODORS IN ENGLISH AND RUSSIAN LANGUAGES

OT НОСА ДО ЯЗЫКА: ПРОБЛЕМА КАТЕГОРИЗАЦИИ ЗАПАХОВ В АНГЛИЙСКОМ И РУССКОМ ЯЗЫКАХ

In addition to being used as a means of communication, human language implements another important function – the cognitive one. Naming the surrounding objects and phenomena, we thus analyze them, classify or combine isolated single objects of the surrounding reality in more abstract, general categories (e.g. "round objects", "red objects", "plants", etc.).

However, while for a language speaker there is no any difficulty to classify, compare and contrast objects basing on their shape, size, color, origin, etc., the issue on the cognitive ability to categorize objects basing on their smell remains open. An obvious case of categorization on the basis of smell in the language is an evaluation category (e.g. fragrant, smelly, sharp, soft). With regard to categories on the basis of the quality of an odor, there is no consensus on the fact of their existence in most languages.

The goal of this study was to analyze adjectives denoting not to a single group of objects (e.g. vanilla odor), but a broader category of objects ((eg. речной запах ‘river odor’ – the smell of seaweed, fish, air etc.; herbal smell – various smells of various herbs etc.) in order to define existing cognitive principles of the formation of general olfactory categories. Russian and English adjectives were analyzed in order to compare the types of olfactory categories in the languages.
In the course of the survey in both languages three groups of olfactory adjectives were identified depending on the type of categories of objects which are denoted by them:

1) adjectives denote a category of objects with a non-identical but similar smell (e.g. *citrys*, *ореховый* ‘nut’, *древесный* ‘woody’ etc.);

2) adjectives denote a certain location characterized by a specific mixed odor comprised by different objects located together (e.g. *woody*, *деревенский* ‘village’, *болотный* ‘boggy’ etc.);

3) adjectives denote a category of objects that may form the aggregate and smell a mixed type of smell: (e.g. *floral*, *candy*, *фруктовый* ‘fruity’, *ягодный* ‘berry’, *лекарственный* ‘medicinal’).

Thus, the examples, that we found and analyzed, allow us to conclude that the identified groups of adjectives are the same in Russian and English, but because these groups are very small in number, it is obvious that the ability of the language to categorize objects based on their smell is quite limited for both languages.

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WHAT DOES DOWNGRADING MEAN?
EXAMINING COMMUNICATION AMONG JAPANESE AND NON-JAPANESE

ПОНИЖЕНИЕ СТАТУСА В ОБЩЕНИИ ЯПОНЦЕВ И ИНОСТРАНЦЕВ

In this study I explore the discursive meaning of using downgrading in communication among Japanese and non-Japanese people. I give special attention to the use of downgrading in self-introduction in both written and oral forms.

The data of this research were collected during two international projects that I participated in: the Ito Destination Marketing Project and the Meisei Summer School Project (henceforth MSSP). In Ito Destination Marketing Project, British students and Japanese students were requested to make a promotional video of Ito. At Facebook page for Ito Destination Marketing Project, all the participants posted their self-introduction on the web site. In MSSP, Meisei university students work with international volunteers who come from various countries. They had to introduce themselves to their partners in various forms.