

## Syntactic Condensation – One of the Features of Specialized Languages

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### Abstract

*Among the features noted by some authors, adjectivization is one of the main general features of specialized texts. This article deals with the phenomenon of adjectival condensation, as a specific feature of the specialized discourse in Romanian and French travel guides. The presence of adjectival condensation in the specialized discourse increases text density, leading to a condensation of the text at the syntactic level.*

**Key words:** syntactic condensation, adjectives, travel guide, Romanian, French

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### 1. Introduction

Regarding the concision of specialized texts, which is one of the particularities of specialized languages, Kocourek (199, pp. 79-82) points out that the researchers concern for concision is a key factor in the formation of techno-scientific phrases. He states that specialized texts are characterized by the tendency to limit, to a certain extent, the excessive length of phrases by what he calls «*condensation syntaxique*» (i.e. syntactic condensation), which results in the concise complexity of sentences, in specialized languages.

### 2. Theoretical background

Under the influence of condensation, but also due to the current use of the lexical anaphora and to the impersonality of specialized sentences, the «*lexicales*» (lexical transformations) – as Kocourek (1991, pp. 85-91) calls them – are born. These are **nomination** and **adjectivization**, two lexical processes that contribute to the creation of specialized terminology. This could explain the considerable number of nouns and adjectives in specialized texts. This paper deals with adjectivization as an enrichment process of specialized languages, and particularly of specialized terms in tourism.

In specialized texts, adjectives play an important part in the vocabulary. As parts of speech subordinate to the noun, the adjectives highlight the inherent features of the promoted product with impact on the reader-traveler. In our analysis of the travel guides in Romanian and French languages, we highlighted that the tourism discourse is characterized by a wide use of adjectives and, above all, of (evaluative)praising adjectives, because they create a positive image of the promoted product.

### 3. Methodology and results (adjectivization)

The tourism discourse, which is characterized by two functions, i.e. promotional and persuasive, language is the most powerful force used in order to promote tourism; its purpose is to convince, attract, seduce millions of people and turn potential customers into real ones. Due to this persuasion force, the tourism language can transform an unknown location into a tempting tourist destination; it arouses the desire to visit it, turning a simple garden, for example, into an «*oază paradisiacă*».

«*Poposiți neapărat în mica grădină din curtea interioară [--].Este o oază de liniște aproape ireală*» (GTRo, p.26).

«*Et puis, à l' extrême sud-ouest de la côte, la petite station de Campomoro, sa généreuse plage et ses habitudes qui voient en cette étroite rue en cul-de-sac un havre de paix(surtout hors saison)*» (GRC, p.227).

As Dann (1966, p. 95) states, magic and euphoria can be considered as the two fundamental elements in performing the two functions of the tourism discourse that help create a positive and attractive image of the destination, in order to meet a certain need, i.e. travelling. Furthermore, Calvi and Bonhomme (2008, p. 189) argue that the tourism discourse is dominated by optimism and positive values highlighted by adjectives.

Thus, in travel guides, there are frequently encountered adjectives describing: the beauty of a destination («un loc rafinat și intim, o superbă priveliște spre mare», «un moment paradisique», «des grottes étonnantes»), the wealth and variety of locations («luxoasele vile din împrejurimi»; «une variété impressionnante de restaurants) that evoke the history of a people («istorie cosmopolită, bulversantă, dureroasă»), adjectives with suggestive and evocative power («ape cristaline», «destinații mirifice», «plaje unice»); adjectives that «sell» prices («mâncare libaneză la prețuri accesibile», «vinuri la prețuri piperate», «preparate la prețuri surprinzător de mici», «prețuri excelente, bune, convenabile», «prețuri astronomice, joase» / «prix sage, surestimé», «prix à un niveau décent» ,«petit-déjeuner à prix malin», «à moitié prix», tarif « spécial week-end», «à un prix défiant toute concurrence», «des prix tout doux») etc.

Except for the adjectives that originate from verbs, adverbs and interjections, the adjective occurs after the noun (the term that it modifies) («*decoruri magice*» (GTRo, p.107), «*stațiune boemă, nonconformistă*» (GTRo, p. 81), «*atmosphère magique du canal Saint-Martin*» (GRP, p.591). Referring to this issue, Mioara Avram (1997, pp. 354-355) asserts that the attributive adjectives expressed by pronominal adjectives and numerals occur before the noun or are «preferably» placed before the noun:

«*Minaretul ei atinge înălțimea de 21 de metri*» (GTRo, p.82).

«*Une région préservée, qui a su conserver son authenticité et sa singularité*» (GRC, p. 29).

Although the attributive adjective occurs after the verb in most cases, for reasons of expressiveness, it may occur before the verb (Chevalier 1994, p.203). In the current language, the adjective occurs before the noun that it modifies, situation that is not devoid of sense:

«*Cei mai populari sunt micii sau mititeii, serviți cu muștar și bere*» (GRC, p.60).

«*Très nombreux chalets de toutes tailles, tous avec barbecue extérieur*» (GRC, p.230).

In the adjective-noun combination, the adjective's contribution to the creation of a new semantic entity is fundamental. In the analyzed travel guides, the adjective occurs before the noun in order to highlight the features of the tourist product offered by tourism specialists, highlighting the destinations presented. The accumulation of the adjectives that occur before and after the noun (used by specialists) gives rise to a seductive force exerted on the reader:

«*decoruri magice*» (GTRo, p.107), «*stațiune boemă, nonconformistă*» (GTRo, p.81), «*superbe specii de păsări*» (GTRo, p.92),

«*ces deux sentiers longs respectivement de 40 et 26km offrent des vues sublimes sur le littoral corse, dont la mythique plage de Saleccia dans les Agriate ----*» (GVMP, p.19)

Adjectives can be simple («*atractiv, impunător, magic /majestueux, authentique*») or complex units built by **derivation** or **conversion (word formation)**.

**Derivation** is an internal means of forming new words by adding (or suppressing in the case of back-formation) some affixes (suffixes and prefixes) to a root. This procedure is very productive in the Romanian language, which has multiple affixes. Suffixes are added to the root, as well as prefixes. They add to a noun, adjective or verb, an adverb, but less to other parts of speech (pronouns, interjections, or numerals). In Romanian, suffixes are very productive in the current period.

In this section of the paper, we are interested in the formation of adjectives from a verb (root). Although it is less productive than the noun (root), the derivatives with the highest frequency are those formed with the following adjective suffixes: **-able**: «*téléchargeable*» (GRC, p.88), «*des billets modifiables, échangeables, remboursables*» (GRC, p.64).

Elements belonging to other grammatical classes, variable or invariable, can acquire the status of qualifying adjectives because of a transfer called conversion or "improper derivation" («*dérivation impropre*») (Riegel 2005, p. 358).

The most ordinary form is the conversion of verbs in the past participle and gerund (the latter is rarer). The tourism discourse specifically uses qualifying adjectives to highlight the uniqueness and benefits of the tourist product. A destination is highlighted particularly by using a very rich adjective system.

In **Romanian**, in the proposed corpus, the *adjectives* originate from:

✓ verbs in the past participle:

«*pridvor adăugat*» (GTRo, p.91), «*zid pictat*» (GTCRB, p.34), «*micuța biserică ascunsă*» (GTRo, p.26);

✓ gerund:

«*ținta influenței crescânde*» (GTRo, p.54).

In **French**, the *adjectives* originate from:

✓ verbs in the **past participle** without an auxiliary verb, where the past participle corresponds to a relative clause that contains the form of the auxiliary verb «*être*» (Drăghicescu 2006, p.116): «*une plage aménagée*» (qui est aménagée), «*des terrasses ombragées*» (qui sont ombragées) (GRC, p.129), «*une alimentation extrêmement variée et équilibrée*», etc., (qui est variée et équilibrée); «*les baies restaurés*» (GVMP, p.112), «*des spécialités préparées*» (GVMP, p.113).

✓ **present participle**, as in the following examples:

«*toute petite place marquant l'entrée de la Citadelle*» (GRC, p.337); «*--dotées d'une terrasse donnant directement sur la mer*» (GRC, p.231)

When the present participle cannot be accompanied by objects, it passes into the adjectives class, having the same gender and number as the noun it accompanies. In this case, it becomes a **verbal adjective**. The verbal adjective has the same gender and number as the noun it accompanies:

«*une campagne environnante*» (GVMA, p.304), «*mots étrangers représentants*» (GRC, p.136), «*Plaisant salon d'accueil*» (GRC, p.228) or it can be modified by adverbs expressing degrees of intensity: «*de nombreux commerces très vivants*» (GVMP, p.139).

✓ from **nouns metaphorically reduced** to their properties such as: «*bon enfant*», «*bon marché*», which are used as adjectives or as nouns:

«*dans une ambiance absolument bon enfant*» (GVMA, p.549); «*--c'est à dire produites à partir de porcs bon marché importés*» (GRC, p.383).

According to Riegel (2005, p. 358), loans such as *cool*, *chic*, *snob* are used as adjectives:

«*Ambiance très cool*» (GRC, p.361); «*déco campagne chic à Paris*» (GRP, p.446);

«*Bien jolie piscine avec son palmier central et sa grande terrasse qui s'étend vers le bar, cosy et chic à la fois*» (GRC, p.294)

In order to meet the need for *novelty*, tourism specialists create new words, derived from *invariable adjectives*, formed with **prefixes**, **abbreviations** and **clipping**. (GALR 2010, p.152) (Grevisse 1994, p. 546). Thus:

«*centru etno-cultural*» (GTBNas, p.12), «*supraestimat*» (GTRo, p.192); «*localitate hiperturistică*» (GTRo, p.156), «*arie de protecția vifaunistică*» (GTȚNeamț, p.16), «*birou retro*» (GTRo, p.349), «*o hartă velointeractivă*» (GTRo, p.171), «*camping éco-responsable*» (GRC, p.146), «*plusieurs producteurs bio*», «*salons de coiffures afros*» (GVMP, p.364); «*ambiance gastro et cuisine inventive*» (GVMP, p.229).

Among the category of invariable adjectives, there are the loans, which are an expanding class. In Romanian travel guides, we retained only some examples of adjectives originating from loans (mono or disyllabic), namely: «*comunități gay*» (GTRo, p.37); «*terasă șic*» (GTRo, p.198); «*loc amuzant și sexy*» (GTRo, p.354), while in French the number is much higher. For example, there are certain adverbs or equivalent constructions, such as: «*il est bien*», «*pas mal*», «*comme il faut*», whose frequency is mentioned in travel guides (Grevisse 1994, p.1154):

«*Pas mal d'oisillons parmi le gibier: pigeons, grives, perdrix---*» (GRC, p.384)

«*La viande était comme il faut, fondante à souhait---*» (GRC, p.230)

The same category includes the adjectives belonging to the familiar/ colloquial language: *chouette, baba, crado, riquiqui, gaga, cracra, ș.a.* (Grevisse 1994, p.546)

«*Agréable lieu---pour déjeuner à prix riquiqui*» (GVMP, p.538).

«*Un coin très chouette, plus retiré encore*» (GRC, p.310).

By resorting to these adjectives, the author tries to attract the reader's attention, surprise him/her and even shock him/ her.

Tourism specialists aim at presenting a destination in a positive way, in order to give readers the impression of entertainment and exclusivity. In this case, adjectives such as «*authentic*», «*exceptional*», «*fascinant*», «*inedit*», «*magic*», «*de neuitat*», «*neexplorat*», «*necontaminat*», «*insolit*», «*nou*», etc. influence the reader's choices, try to persuade and even manipulate him/her.

«*ținut magic*» (GTBucovina,p.4), «*cea mai inedită, pitorească și frumoasă parte a Bucureștilor*» (GTRo, p.24), «*fabuloase peisaje carpatine*» (GTRo, p.285), «*gospodării autentice*» (GTRo, p.38), «*une région authentique*» (RGC, p.27), «*ce nouveau paysage urbain*» (GRP, p.27), «*des paysages splendides et uniques au monde*» (GRC, p.31).

To highlight the specificity and uniqueness of the tourist product and to promote it, travel agents resort to unique adjectives (*unique, singulier*):

«*Senzații unice oferite de tirolină, care poate atinge viteze între 10 și 20 m/s*» (GTRo, p.171).

«*Iași este singurul oraș care a păstrat ceva din glorioasa de capitală moldavă de altădată*» (GTRo, p.257).

«*Une atmosphère unique, où le raffinement se marie naturellement aux exigences du monde moderne*» (GVMP, p.201).

«*Une région préservée qui a su conserver son authenticité et sa singularité*» (GVMA, p.19).

#### 4. Conclusions

The capitalization of tourist destinations is materialized using a very rich adjective system. Indeed, the expressive and stylistic potential that adjectives give to discourses create an «imaginary» universe, allowing the reader to adhere to the transmitted message. In addition, the adjective is the king of the descriptive style because it introduces a positive value judgment to the tourist product by accentuating praise and eulogy.

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