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# Normalization of terminology in the agri-food and gastronomy sector: The case of Porterval

Abstract: Academic institutions are at the service of the society that welcomes and promotes them. In Spain, the Valencian Community has a statutory institution with linguistic expertise in the language of the region (Valencian/Catalan): la Acadèmia Valenciana de la Llengua (AVL). This body, established in 2001, after an initial phase focused on the consolidation of grammatical and lexical norms, considered it necessary to create a terminology portal. Thus, 2016 saw the launch of the Porterval (Portal Terminològic Valencià), consulting software with the aim of creating a terminological database to account not only for general fields of knowledge, but also for terms for basic sectors of the Valencian economy, such as agrifood and gastronomy; the latter being especially connected to tourism, one of the most powerful economic areas in the region. In this regard, it should be noted that 11% of the specialized fields in Porterval are directly related to both sectors, without forgetting that, in addition, the lexicographic reference work for the AVL, the Diccionari Normatiu Valencià (DNV), also includes a large number of terms associated with agri-food and gastronomy. Our study analyses the operation and methodological aspects of Porterval, and considering the linguistic policy of the AVL, addresses issues related to the selection of certain lexical preferences over others (geosynonymy and formal variants).

**Keywords:** Terminology, terminology management, linguistic variation, geosynonyms, formal variants

## 1 Introduction

Food is one of the key aspects that shape us as human beings. Currently, in the fields of anthropology, sociology, economics and even architecture (Steel, 2022), there is a growing concern to highlight the value of food and recognize its importance. The sharing of food constituted the earliest economy and continues to be

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one of the most important social rituals for each community and each civilization. How we eat and how we live are clearly related concepts. In the words of Steel (2022, p. 1):

The importance of food in shaping civilization is hard to overstate. Food's relative invisibility in the modern world has obscured its profound influence over our bodies, habits, homes, cities, landscapes, economy, and climate, yet nothing else has shaped our lives so powerfully. We live in a world shaped by food: a place I call sitopia (from the Greek sitos, 'food' + topos, 'place'). (Our translation)

In recent years, one of the most important characteristics of our society is what is known as globalization, understood as the process through which a political, economic, social or cultural phenomenon acquires a global dimension. Thus, new technologies and the economic policies of major states have made it possible to spread the rites, traditions and foods of the smallest societies beyond their local and national borders. This also implies the need, from both a communicative and commercial perspective, to establish terms to name these concepts and to find equivalence in other languages. However, determining those equivalences is not always an easy task. We should bear in mind that even though equivalences may have their origin in a different language, it is also possible for there to be different linguistic solutions within one language depending on the geographical zone (geosynonyms). Undoubtedly, both aspects condition the task of the translator and language advisor. Bowker (2015, p. 311) points this out when referring to the percentage of time that translators invest in solving terminological issues, which can vary between 20% and 60%, in the case of translators with little experience. In this regard, having access to a database greatly facilitates the work of translation professionals.

Moreover, not all languages depart from the same sociolinguistic context. Firstly, state languages should have more resources to meet the challenge of terminological equivalents, creating bodies with the capacity to help translators solve the issues raised above. However, the reality is not so, and it is usually the most vulnerable linguistic communities that work more eagerly to promote terminological institutions. One case in point is that of the French language in Québec, Canada (Chan, 2015; Quirion & Freixa, 2021; Depecker, 2021) and another is the case of the Centre de Terminologia Catalana (Termcat) for Catalan in Spain (Bover, 2021). Both cases have their origin not only in the desire to provide the translator with multilingual terminology, but also, as Cabré, Domènech and Estopà (2018: 106) indicate, with the objective of developing, managing and normalizing minority languages to the point where terminology takes on a symbolic nature (Drame, 2015, p. 509). This was what occurred in South Africa after the apartheid; nine languages (Sepedi, Sesotho, Setswana, siSwati, Tshivenda, Xitsonda, isindebele, isixhosa and isiZulu) regained official status alongside Afrikaans and English. The legal development and the implementation of Linguistic Offices and Units throughout the country allowed the development of terminology (Antia, 2015, p. 471):

With regards to issues around vision, the Implementation Plan identifies six focus areas for attention. The first priority area is described as the "development of the indigenous languages, including the establishment of infrastructures and the development of products such as dictionaries and grammars" (DAC 2003b, p. 7). This is quite consistent with the view in the plan that the "legacy of the underdevelopment of the previously marginalized languages in respect of standardization and orthography, technical terminology and dictionaries is a major challenge for the effective implementation of the Policy" (DAC 2003b, p. 10). One of several fundamental principles of implementation is that "[p]riority will be given to further skills training in translation and editing, interpreting, lexicography and terminology" (DAC 2003b, p. 8).

This entire movement, in defense of languages, independent of their status, and in defense of multilingualism, can be summarized in the following words of Cabré (2009, p. 12):

Any language needs to have terminology to consider itself a language of culture. Any language needs to possess its "own" terminology to defend its sociocultural idiosyncrasy. Any language needs to demonstrate that it has terminology to convince its users that it is possible to communicate in that language in all situations. (Our translation)

The case with which we are concerned in this study is that of Catalan in Spain. Catalan is a co-official language along with Spanish in the Autonomous Communities of Catalonia, the Balearic Islands and Valencia, and has received important contributions to terminology among which we should highlight the role of reference centers such as Termcat, created in 1985 by the Autonomous Government of Catalonia, the Xarxa Vives d'Universitats (1994), bringing together the language services of 22 universities in Catalan speaking areas, many of which have studies in translation and subjects related to terminology, and the Societat Catalana de Terminologia, known as Scaterm (2009), which also has the journal Terminàlia (Cabré, Domènech and Estopà, 2018, p. 86–95). This latter entity is currently an affiliate of the Institut d'Estudis Catalans, an entity which has legal powers over language norms in Catalonia.

However, it should be noted that the sociolinguistic context of the Catalan language in Spain is complex and varied according to which geographical area we are speaking. This led to the emergence of a new terminological entity, the Portal Terminològic Valencià, known as Porterval, created in 2016, joining other earlier institutions to contribute to the terminological normalization of the language (Lacreu, 2014). Nonetheless, before focusing our attention on this new platform, it is particularly relevant to highlight the sociolinguistic context from which it emerged, which is key to understanding some of the methodological aspects that guide their terminological proposals.

The creation of Porterval was sponsored by the Acadèmia Valenciana de la Llengua (AVL), which in turn was established some years earlier, in 2001. The AVL is a statutory institution dependent on the Autonomous Government of the Valencian Community, created with the aim of assuming responsibility for the linguistic competencies for the regional language of the Valencian territory. The fact that the Statute of Autonomy of the Valencian Community calls its language Valencian and not Catalan, as it is usually called academically, reveals a desire to express identity. This desire is seen reflected in a social demand for linguistic solutions closer to the Valencian dialectal variety, over and above solutions from the rest of Catalan. Moreover, it is worth noting that, on occasion, this sense of identity can lead to the defense of the assertion of Valencian and Catalan as two different languages, especially in certain conservative political sectors. However, these segregationist initiatives respond more to an instrumentalization of language for political purposes than to a linguistic project in its own right, and are normally leveraged by these groups to destabilize normalization policies for Valencian/Catalan in the Valencian Community (Ramos, forthcoming).

In this sociopolitical context and with a sociolinguistic situation in which the social use of Valencian is decreasing in favor of Spanish, the Valencian government created the AVL as an institution to determine the official norms of Valencian and the correct linguistic forms of toponomy and anthroponymy in the Valencian Community. In addition, the AVL is entrusted with initiatives to promote the social use of the language, in exercise of the competence to 'safeguard the normal use of Valencian'. All the work developed at the AVL, through different departments (lexicography and grammar, terminology, onomastics, language promotion, documentation and literature, publications), is marked by the responsibility that, as an official public institution, in the exercise of its regulatory function, the decisions of the AVL must be observed by all institutions, including the education system; communication media; publicly owned or publicly financed entities, organizations and enterprises.

In the context of the Catalan language, the creation of the AVL assumes the formation of a new center for codifying the language, in addition to the already existent Institut d'Estudis Catalans in Catalonia, which at first was considered by the Valencian university institutions as referent. We are, thus, facing another case of linguistic pluricentrism; in other words, when one language has more than one center with powers over language norms (Ramos, forthcoming). It is worth mentioning that the AVL, which still claims its institutional independence and uses the term Valencian instead of Catalan to name the language in the context of the Valencian Community, also explicitly recognizes the unity of the

shared language. In fact, it currently abides by a policy of cordial relations and collaboration with the Institut d'Estudis Catalans and Termcat.

As a result of its academic activity, in the first fifteen years of its existence, the AVL has published various grammar guides of its own (2006 and 2016), in which a unitary orthographic and grammatical norm with the rest of Catalan is revealed, although with certain formal preferences in favor of the Valencian variety (Ramos, forthcoming). Furthermore, the efforts of the institution in the area of lexicography is truly noteworthy. Its reference work is the Diccionari normatiu valencià (DNV), which went online in 2014 and was published in print in 2016 with more than 93,000 entries. One of the most important characteristics of this work is the integration of words from the entire Catalan language area, together with the remarkable project of research and recovery of authentic Valencian words and expressions that have served to complete lexical absences in Catalan lexicography in general and to increase the sense of identity of Valencians with their language.

Once the DNV was set up, having been updated monthly with new entries, the AVL considered it necessary to create a terminological portal that would give an account of the language used in different specialized fields. In this regard it is important to note that, until 2016, the terms were included in the DNV with no distinction between common language and specialized language. With the emergence of Porterval (2016), the AVL launched consulting software with the objective of creating a terminological database that could give account not only for areas of general knowledge, but also for terms of basic sectors for the Valencian economy, such as agri-food and gastronomy; the latter being especially connected to tourism, one of the most powerful sectors of this region.

The work of Porterval is performed within the Terminology Department of the AVL, and, in the framework of linguistic planning with the aim to normalize the language in all social areas, they want to provide users with tools to help them carry out the tasks of writing, dissemination, linguistic advice and translation in specialized fields. Thus, sectors such as the media, public administration, private companies, vocational training centers and universities have access to a terminological database that helps them resolve issues that emerge in their professional practice. Proposals for the incorporation of terms and the planning of projects are often the result of the needs expressed by external users who can complete a form on the webpage of the portal. At the time of writing this work, the Department has two technicians working full-time and a coordinator who studies and prepares the materials, with ten academics who analyze and evaluate them on a monthly basis.

Regarding the agri-food and gastronomy sector, it is important to mention that almost 11% of the specialized fields in Porterval are directly related to both these sectors, without forgetting, in addition, the lexicographic reference work of the AVL, the Diccionari Normatiu Valencià (DNV), which also collects a large number of terms associated with these sectors. The interest of the AVL in these sectors is demonstrated through the publication of numerous bilingual informative posters and leaflets (Valencian and Spanish) intended for traders and their customers, as well as the development of two visual dictionaries: Amb molt de gust (2017) and Fons de mar (2021) (AVL, https://www.avl.gva.es/web/publicacions).

Our study will emphasize the operation and methodological aspects of Porterval. We will reflect on the assignment of lexical units to different interfaces according to their general or specialized use, and due to the linguistic policy of the AVL, we will address issues related to the selection of some lexical preferences over others (geosynonymy and formal variants).

# 2 The methodology of Porterval

#### 2.1 Formal characteristics

The database management program that the AVL uses is called Lexval. This program serves both the DVN and Porterval. This means that the AVL groups all the lexical units collected into a single database with the aim of facilitating a multiplicity of functions at a lower cost and thus better efficiency of public resources. In the latest version accessed (2nd December, 2022), Lexval had 201,604 entries. This figure represents the sum of the entries already assigned to the DNV and Porterval, as well as lexical units that have not yet been classified or studied by the academics from the corresponding departments (Lexicography and Terminology).

#### 2.2 Lexval datasheet

Lexval originates from a Microsoft Access database used at the end of the final decade of the twentieth century in the General Directorate of Language Policy of the Department of Education of the Valencian Government. It was later moved to the AVL and was the starting point for the DNV. It was very useful to define the fields that were needed and, in the online version, it allowed a modification to increase compatibility through the adaptation of the MySQL relational database management program. It is still functioning today, since, due to its features it allows an increase in efficiency and productivity, reducing errors and facilitating the training and acceptance of its users. This is especially important as this program is used not only by AVL technicians, but also by specialists in terminology and new technologies who are not AVL staff and receive proposals for the development of specialist vocabularies and dictionaries.

The Lexval datasheet provides all the necessary items or tabs for the preparation of articles in the DNV, in Porterval and/or in specialized dictionaries. It contains the following fields: lemma, number of meanings, derivational forms, morphological aspects, phonetic transcription, etymology, additional information, source language, grammatical category, register, pragmatic intention, diatopic variant, field, assignment to the DNV, assignment to the PTV, definition, examples, sources (with the possibility of expanding the tabs), translation languages (Spanish, English, French, German, Italian and Portuguese with the possibility of adding more), editors, reviewers, future publications, status of the article or entry (i.e. first, second and third revision; approval of the corresponding Department; approval of the Plenary; article or entry later modified). We are currently in a phase of reviewing the thematic markings and the register.

## 2.3 Specialized fields

The specialized fields of the DNV and the PTV are the same, although it is possible that at some point they do not coincide in terms of the lexical units being worked with. The database is very malleable in that sense. In fact, the differentiation between the area of Translation and Linguistics has just been approved and the Terminology Department is working to reorganize and extend the terms corresponding to these areas.

The specialized fields in the DNV and the PTV related to the agri-food and gastronomy sector are the following: agriculture, food, beekeeping, aquaculture. poultry, drinks, hunting, botany, game, citrus fruits, cooking, oenology, ichthyology, mycology, fishing, livestock. In Termcat, for example, the tendency is to amalgamate the thematic areas related to these areas in three more extensive groups: (a) agriculture, livestock, fishing; (b) food, gastronomy; (c) botany. The difference in the structure responds to the need both now and in the future to provide an answer to the additional concerns of Valencian society. Such is the case of the citrus fruits sector, which has a differentiated position due to its importance in the Valencian Community. Despite the fact that this area currently has only 49 terms, at first all assigned to the DNV, there is a project under way to carry out an in-depth analysis of the terminological and terminographic work related to this field. This initiative, which will allow the transfer of all specialized terms to the PTV and continue with the development of a vocabulary for citrus fruits within a reasonable period of time, responds to the demand of professionals and language

advisors from municipalities of citrus exporting populations, who require a guide to write and translate texts related to this industry.

Another sector where there is a demand for terminology for Valencian language advisors and translators being served by the AVL is the date and palm sector. The development of the Vocabulari del dàtil i la palmera is currently under way as a response to a tradition with a future-oriented approach in certain cities, such as Elche. The AVL works to establish, recover and preserve Valencian terms related to this field so that they remain in use and can be employed in the commercial field in a standardized manner. This desire responds to the need to strengthen the language to avoid what Depecker (2008; 2009) calls "la perte de domaine", the gradual disappearance of a language in a specific area and in some trades, and its replacement by another.

By the same token, we wish to highlight the fact that the work of the AVL is sometimes developed in collaboration with entities and organizations because of social and economic demands. Such was the case of Amb molt de gust (2017), working in collaboration with the Museu Valencià d'Etnologia and the València City Hall due to València being the world food capital, or the case of Fons de mar (2021), working in close collaboration with various fishing guilds from different areas of the Valencian Community coastline, taking geosynonyms into consideration as they are of such important in the fields we are dealing with.

## 2.4 Relationship between the DNV and Porterval

One of the most commonly discussed and debated methodological aspects in Terminology is the delimitation between words and terms. Words represent the general lexicon that users of a language employ in everyday communicative situations, whereas, in contrast, terms are associated with languages for specific purposes and communicative situations where specific topics of a discipline are discussed. This perspective is based on the classic Wüsterian conception of terminology which considers this discipline as autonomous, having no relation to other areas and disciplines with which it could interact; this approach persists in the uniqueness of the term. However, the latest research insists that the boundary between words and terms are fuzzy and that it seems more appropriate to understand terms as dynamic units subjected to a triple dimension (linguistic, cognitive and socio-communicative) (Cabré et al., 2018, p. 51–86). Such is the case of the Communicative Theory of Terminology, formulated by Cabré and developed by the IULATERM group, according to which it is better to eliminate the division between general lexical units and terminological units. Thus, the latter can also be considered as general lexical units with the capacity to acquire a terminological value depending on the communicative situation. From this perspective, a lexical unit may be used as a specialized term and also as a non-specialized word and may even be related to different subject areas. It is then no surprise that a single lexical unit can appear in a general dictionary and at the same time it may be considered as a term. Therefore, it is the specific, specialized use given to that lexical unit that determines whether or not it can be classified as a term.

This approach is particularly appropriate in fields such as agri-food and gastronomy. The same lexical units can be classified as general or as specific. It all depends on the communicative purpose: in a conversation between non-specialists, lexical units do not function as terms; however, if its use has a commercial, investigative or specialist purpose, the situation changes. Even the labelling of products in agri-food establishments or the writing of a menu for a restaurant converts a lexical unit into a term.

In this respect, this issue must be considered in the evolution of tools offered by the AVL. Until 2016, the database assigned all lexical units (whether for a general or specialized use) to the only existing 'container' at that time: the DNV. Since its publication in print (2016) and after the first 15 years of existence of the AVL, a new interface has been created with the aim of bringing to light the importance of languages for specific purposes within any normalized language. Thus, the Portal Terminològic Valencià emerged, a tool that took the already existent Centre de Terminologia Catalana (Termcat) as its principal model. Upon the signing of a collaboration agreement between Termcat and the AVL, Porterval aims to strengthen language for specific purposes in the Valencian area, while at the same time contributing to complete terminology in the entire area of the Catalan language.

This new initiative of the AVL assumes that the user now has two clearly differentiated interfaces: the DNV and Porteval. Since this differentiation, the lexical units associated or documented in a specialized field are assigned to Porterval and those of general use to the DNV. Despite the advantages that the creation of this terminological portal brings, it is important to note that the result of this new approach could lead the user, who may not have knowledge of this methodological shift, to the idea that there are certain inconsistencies. For example, the majority of the names of fish, molluscs and crustaceans had already been entered into the database prior to 2016. Therefore, they were assigned to the DNV and the shift to Porterval had not yet been carried out. However, in the case of the lexical unit blat ('wheat') for example, while the DNV collects a few more or less generic uses (blat 'wheat', blat bord 'barbed goat grass', blat de moro 'maize', blat picat 'stew made of wheat, vegetables and meat'), Porterval integrates up to 26 results linked to varieties, processes and agri-food products (blat algerià 'durum wheat', blat candial 'bread wheat', blat compacte 'club wheat', blat egipci 'oriental wheat', etc.). Cur-

rently, the AVL is working to correct these mismatches. In fact, words from the field of food, such as *lactovegetarià* ('lactovegetarian'), *ovolactovegetarià* ('ovolacto vegetarian'), and ovovegetarià ('ovovegetarian'), which first appeared in the DNV, have now been assigned to Porterval along with others such as apivegetarià ('apivegetarian'), piscivegetarià ('pesco-vegetarian'), avivegetarià ('pollotarian'), and avipiscivegetarià ('pollo-pescetarian'), etc. Furthermore, the information from Porterval is more complete for translators as they have access to a more technical definition and equivalents in Spanish, English and French.

However, considering that the DNV and Porterval interfaces are interconnected, as long as the lexical unit searched for is in the database, the user can retrieve it through one of the two interfaces. This is possible thanks to the capacity of the program to automatically move from one interface to the other by searching for the desired result.

#### 2.5 User interface

In Porterval, besides a simple search, which allows the user to locate the searched terms with their corresponding phonetic transcription, grammatical marking, thematic marking, definition and equivalents in three languages (Spanish, English and French), there is also the possibility of activating an advanced search. This type of search expands the information available to the user and is of great assistance to the translator, since it allows access to the terminological database, grouping the lexical units into thematic fields. In this way, it is relatively easy to get specific vocabularies. Furthermore, an equivalent term can also be obtained by the introduction of the word in one of the four relevant languages (Valencian/Catalan, Spanish, English and French). This multilingualism helps not only translators but also specialists who may know the term in English or French but not in their own language. This situation is particularly relevant in some technical and scientific specializations, but also occurs in the case of food and gastronomy products that often enter into a linguistic community as non-adapted linguistic borrowings.

Another useful option of the Porterval interface is that it allows translators to search based on the meaning (onomasiological), in addition to the usual search based on the name (semasiological). Moreover, there is a further option to retrieve and group terms according to grammatical categories.

Lastly, it is important to highlight the option to classify and retrieve terms based on the source language. In this case, we have observed that, to date (02–12– 2022), there are 32 terms originating from Spanish. From these 32, 10 belong to the field of gastronomy. French provides us with 22 gastronomic terms (out of a total of 101) and English provides only 11 terms, despite the fact that it is the language

that overall contributes most linguistic borrowings to Porterval (241). This demonstrates the importance of linguistic borrowings in this area where cultural references are particularly significant, especially if we think about the marketing of products, catering and tourism in general. On another note, this point tends to be a complete headache for translators who have to decide between keeping the original term, using an adaptation, or creating an equivalent solution (Dubroca, Flores, Collin & Delbarge, 2010; Serra, 2017).

#### 2.6 Relevant data

With reference to the lexical units of Lexval, of the 201,604 previously mentioned terms that it contains, the DNV already shows 93,851 studied and approved entries, while in Porterval, 18,089 terms that have gone through the analysis of the institution may now be consulted. In this regard, it is important to note that the volume of entries and sub-entries in both the DNV and the PTV is continually increasing. In fact, the two relevant departments of the AVL (Lexicography and Terminology respectively) usually work with an average of between 30 and 50 new cases every month.

User searches are a very important aspect in order to measure the impact and usefulness of the AVL's contribution to society. The data collected on 7th December 2022 reveals that, since access has been available to the analyzed interfaces (the DNV, since 2014, and Porterval, since 2016), the total number of searches by users to date is 114,445,490. Among these searches, users have accessed Porterval on 631,140 occasions. In the six years of the interface, the evolution of searches is worth noticing, as they have increased year on year: in 2016, 25,594 queries were made; in 2017, 45,850; in 2018, 87,261; and in 2019, 104,310. In 2020, due to the pandemic, which advanced the use of the internet, searches grew in number spectacularly, reaching 152,338 in total. In 2021, a slight decrease can be observed (140,602), due to the progressive return to normal conditions of work and the return to in-person classes for students. The number of queries more or less stabilized in 2022, with a more normalized social situation; at the beginning of December 2022, 136,947 searches were recorded. From the analysis of the evolution of searches in Porterval, it can be seen that, in just six years, we have gone from an average of 70 to 400 daily gueries, demonstrating that confidence in this interface has increased.

# 3 Porterval and geolectal variation

Above (§ 2.4), we alluded to the issue of the uniqueness of terms and to the boundaries between words and terms. However, this reflection opens the door to another debate, that of polysemy and synonymy, in other words, the fact that terms can be used in more than one thematic area and can coincide with other words with the same meaning (Alipour & L'Homme, 2021, p. 157). Both cases are acceptable from a communicative perspective such as the one we have already mentioned, yet we could now add another interesting and connected aspect to this debate: variation in terminology. Cabré (1998, p. 188) insists that variation also exists in terminology:

Thus, applying the scheme of variation typical of specialized discourse to terminology, it can be said that terminological units also present variation: interlinguistic variation and variation within the same language. This variation responds to parameters that describe discursive and grammatical variation, fundamentally those linked to the characteristics of individuals (space, time and socioprofessional group) and those linked to situations (topic, level of specialization and degree of formality). Terminology, therefore, allows topolectal, chronolectal, sociolectal, technolectal, functional and even argotic variants.(Our translation)

This variation is related to the communicative situation, especially to the addressee and to the type of text to be created. This broader conception of terminology is currently the most popular (Agost, 2021, p. 80-81). In this regard, dialectal variation acquires a special role within a single language. In traditional sectors such as agri-food and gastronomy, it is even easier to find terminological variation than in other more recently established areas such as science and technology (Realiter, 2004; Colomer and Bover, 2004; Cuenca, 2010). In fact, this variation is directly connected to the fact that these terms also have a patrimonial and popular use, which often presents diverse solutions. Lexical solutions in one geographical zone can be different than those of another zone, and this causes difficulties in the process of establishing a more or less homogeneous terminology that can account for commercial activities while at the same time being identifiable and comprehensive for its addressees. Here we are clearly dealing with geosynonyms, which, furthermore, raises the question of whether or not it is convenient to prioritize one of the geosynonyms over the important aspect for minority languages that is standardization.

In the case of the Catalan language, the existence of different normative centers of reference and the fact that they work to prioritize certain distinct geographic addressees undoubtedly marks the terminological solutions and, therefore, the choice to which the translator may be conditioned. In the specific case of the AVL, considering the sociopolitical and sociolinguistic context described above, the solutions can be expected to serve a Valencian addressee. Thus, it normally occurs

in the following way: a) the Valencian geosynonym is the preferred one and other geographical solutions become secondary; b) the Valencian orthographic form is prioritized over other orthographic possibilities; therefore, it is a formal variant.

## 3.1 Preference for Valencian geosynonyms

The linguistic policy implemented by the AVL aims to give preference to the most widespread linguistic solutions in the Valencian community without disregarding geolinguistic variation. In this respect, in the elaboration of both the DNV and Porterval, emphasis has been placed on showing the most habitual lexical forms among Valencians as the main entries. This means that in the development of catalogues, posters, leaflets, labels, vocabularies and dictionaries related to agri-food and gastronomy, the terms proposed to shops, businesses and restaurants are those which the DNV have as their main forms. Examples include cases such as the following, where the lexical form presents obvious differences in relation to the corresponding most widely-used term that is standard in Catalonia: bajoca (compared to mongeta tendra 'green bean'), carlota (compared to pastanaga 'carrot'), creïlla (compared to patata 'potato'), fesol (compared to mongeta 'bean'), pimentó (compared to pebrot 'pepper'), dacsa (compared to blat de moro/panís 'maize'), pistatxo (compared to festuc 'pistachio'), bresquilla (compared to préssec 'peach'), llima (compared to llimona 'lemon'), meló d'Alger (compared to síndria 'watermelon'), níspro (compared to nespla 'loquat'), romer (compared to romaní 'rosemary'), timó (compared to farigola 'thyme'), rent (compared to llevat 'leaven'), abadejo (compared to bacallà 'cod'), aladroc (compared to seitó 'European anchovy'), clòtxina (compared to *musclo* 'mussel'), etc.

In other cases, these geosynonyms are not so different and present a mere formal variation which continues being symbolically identifiable for the Valencian addressees. These are cases such as albergina (compared to alberginia 'aubergine'), anou (compared to nou 'walnut'), tomaca (compared to tomàquet 'tomato'), encisam (compared to enciam 'lettuce'), canella (compared to canyella 'cinnamon'), fenoll (compared to fonoll 'fennel'), camamil·la (compared to camamilla 'camomile tea'), llentilla (compared to llentia 'lentil'), xufa (compared to xufla 'chufa'), xocolate (compared to xocolata 'chocolate'), llomello (compared to llom 'loin'), bacallar (compared to bacallà 'cod'), sépia (compared to sípia 'cuttlefish'), polp (compared to pop 'octopus'), etc.

Both in the first and second group of cases, the lexicographical preference shown by the DNV also demonstrates preferences in the formation of new terms formed syntagmatically, whether in the DNV or in Porterval. In this regard, although it is possible to find some cases in which the secondary solution is kept in

the creation of new terms, especially when the secondary form has some use in the Valencian Community, it is more common for the secondary form not to be used to produce new terminology. Thus, in Porterval for example, we have the cases of syntagmatic units with rent, with the corresponding definition: rent actiu ('active yeast'), rent artificial ('baking powder'), rent comercial ('commercial yeast'), rent de forner ('baker's yeast'), rent fresc ('fresh yeast'), rent inactiu ('inactive yeast'), rent liofilitzat ('freeze-dried yeast'), rent líquid ('liquid yeast'), rent natural ('natural yeast'), rent nutricional ('nutritional yeast'), rent sec ('dry yeast'), etc., next to syntagmatic units with *llevat*, with no definition and referring to the corresponding units with rent: llevat actiu, llevat artificial, llevat comercial, llevat de forner, llevat fresc, llevat inactiu, llevat liofilitzat, llevat líquid, llevat natural, llevat nutricional, llevat sec, etc. On other occasions, such a double entry of geosynonyms does not appear in the terminological field and the main geosynonyms are the only ones that generate new terms: bresquilla d'aigua ('water peach'), bresquilla de vinya ('vineyard peach'), bresquilla del rotllet ('flat peach'), bresquilla plana ('flat peach'); pimentó de Padrón ('Padron pepper'), pimentó de romesco ('choricero pepper'), pimentó del piquillo ('piquillo pepper'), pimentó xoricer ('choricero pepper'); fesol azuki ('azuki bean'), fesol del ganxet ('common bean'), fesol roig ('kidney bean'); farina de dacsa ('cornmeal'), dacsa esclafidora ('popcorn maize'); camamil·la romana ('roman camomile'); mel de romer ('rosemary honey'); torró de xocolate ('chocolate turron'); abadejo allargat ('lingecod'), abadejo àrtic ('Arctic cod'), abadejo polar ('polar cod'), abadejo salat ('salted cod'), etc.

This preference for geosynonyms characteristic of the Valencian area is also applicable in compound terms formed from lexical units proceeding from other languages. For example, mantecado, an unadapted term from Spanish has the Valencian solution xocolate as a second part of the syntagmatic compound mantecado de xocolate; in the case of pimentó xoricer, it is the first part of the syntagmatic compound that maintains the geosynonym while the second is a graphic adaptation of the Spanish choricero. Both in the first and second example, regardless of the use of geosynonyms, it is important to highlight the decision to prioritize the terminological solution maintained by the lexical reference (mantecado and xoricer) that identifies the food product more easily in the commercial sphere and has a broader geographical use (Dubroca, Flores, Collin & Delbarge, 2010). However, Porterval also has the adapted form mantecat de xocolate and the solution pimentó de romesco (Lacreu, 2014: 57) as secondary synonymous solutions, partially convergent with *pebrot de romesco* from Termcat (Serra, 2017).

## 3.2 Preference for Valencian orthographic solutions

Another aspect to emphasize regarding the formation of new terms in the work of the AVL is orthography. At the beginning of this chapter, we indicated that this Valencian institution has a unitarist conception of convergent language with the rest of the Catalan speaking areas. Nonetheless, when it comes to orthography, as happens in other languages, some orthographic details that are different to those of other zones of the same language can be observed. These singularities are fundamentally produced in two orthographic phenomena: the use of the double letter tl, compared to tll, more widespread in the rest of Catalan (ametla vs. ametlla 'almond'), and the accent on the vowel e in stressed syllables (café vs. cafè 'coffee').

While the DNV collects the two solutions for general use, giving preference to the first solution, ametla (or ametlla) and café (or cafè), and developing the remaining sub-entries only with the first form; in contrast, in Porterval only the preferred solution is used, so that the terms are no longer duplicated: ametla amarga ('bitter almond'), ametla californiana ('California almond'), ametla comuna ('common almond'), ametlla marcona ('marcona almond'), ametla valenciana ('Valencian almond'), etc.; café amb llet ('white coffee'), café curt ('short black coffee'), café instantani ('instant coffee'), café llarg ('long black coffee'), café moca ('caffè mocha'), café rus ('Russian coffee'), etc.

# 4 Conclusions and prospective remarks

Throughout our study we have observed that terminology concerning the agrifood and gastronomy sector occupy an important role in the lexical database of the AVL. Both the DNV and Porterval have worked to meet the needs of translators and languages advisors in general, and have contributed to complete the work that other institutions in the Catalan language area, such as Termcat and the Institut d'Estudis Catalans, are carrying out. We have also pointed out that the creation of terminology in minority languages is often connected to a strong claim to their identity vis-à-vis other languages that threaten them, to the point of excluding them from certain specialized fields. However, this identity does not only have an external significance, in relation to other languages, but it can also have an internal impact. From this perspective, in our study we have observed that terminology created by the AVL, although sharing a common project with the rest of Catalan, gives preference to the most common lexical solutions among Valencians; this allowed us to address the issue of variation in terminology. In some cases, this prioritization of Valencian geosynonyms has been accompanied by an orthographic representation more closely aligned with the Valencian institution. Both aspects contribute to the importance of identifying the linguistic referent, in other words, the term used in a given geographical area. The fact that the addressee recognizes the term as their own, especially in traditional sectors such as agri-food and gastronomy, not only contributes to a more rapid normalization of the term, but also to a greater commercial projection of the term. From a translation perspective, if a geosynonym is chosen that is not rooted in the commercial area, it runs the risk of limited comprehension and some level of rejection by certain sectors that are hostile to the language.

Although the AVL still has limited resources to develop Porterval, since 2016 it has promoted the terminological normalization of Valencian/Catalan in general, and the agri-food and gastronomy sector in particular. Looking to the immediate future, it is imperative to keep working for a clearer delimitation of the criteria for assigning a lexical unit to the Porterval or DNV interface, despite the fact that, as noted, for search purposes, the software always allows the user to locate the desired word. This revision would make it possible to more easily obtain a more homogeneous and extensive list of terms for a specific field in the specialized interface, Porterval. This would also help translators have access to more tools to carry out their work more effectively, since this interface adds equivalents of the term in Spanish, English and French to the terminological definition.

In addition to the aim of responding to individual queries of translators and language advisors, the AVL has undertaken future projects related to the agrifood and gastronomy sector, requested by the language services of city councils, organizations and groups interested in the normalization of Valencian in society. This is the case of the Vocabulari del dàtil i la palmera already under development, and the Vocabulari del torró and the Vocabulari dels cítrics, in the process of allocation. This type of terminological work fits within the policy of the institution to preserve the terminology of Valencian over that of Spanish and within the objective to promote commercial relations, industry and tourism without renouncing the use of the native language.

The provision of multilingual terminology is essential given that it is an indispensable tool for translators. We would like to illustrate this need by emphasizing that, for example, in the citrus fruits sector, the IVIA (Institut Valencià d'Investigacions Agràries) collects the different varieties of citrus fruits in the Valencian Community. However, when we enter the webpage in Valencian, in the section for the varieties of citrus fruits, we can observe that all the information are in Spanish. This demonstrates the urgency of obtaining terminology in Valencian with equivalents in other languages in order to be able to offer adequate tools and facilitate the writing of any type of documentation without any problem. As

we can see, these kinds of projects are deeply rooted in the Valencian region and undoubtedly represent a complement to the work of other terminology centres of the Spanish State for which these sectors may not be such a priority.

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