

TALKING ABOUT EUROPEAN GASTRONOMY

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Follow Up Initiative

COST Action Type

Individuals, societies, cultures and health2017

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The Action will develop multimodal corpora of recipes, reviews, advertisements, blogs of cooking, celebrations, films, ... and annotate them accordingly.

WHO:

nutricionists, experts in local gastronomies, computational linguists, engineers, sociologists

Theme 2. Expressing opinions about European Gastronomy

How do Europeans express their feelings about food?

Dan Jurafsky (2014): opinion depends on social class, sex...
COULD it depend on REGIONS? LANGUAGES? Historical TIME?

Surely, it depends on the type of FOOD/DRINK: here is a collection of the adjectives English uses to evaluate wines <https://www.erobertparker.com/info/glossary.asp>

complex: ...a wine that the taster never gets bored with...
balance: ...concentration of fruit, level of tannins, and **acidity** are in total harmony...
backward: ...a young largely unevolved, closed, and undrinkable wine...

BUT Greek does not use the same linguistic palette!!! This is an advertisement of a wine. The parallel greek text contains only the **boldfaced parts**:

Made entirely from Robola of Kefalonia, an increasingly rare, ungrafted, noble grape variety. **The grapes are sourced from high-altitude, extremely low yielding vineyards within the PDO zone. Quantities are limited to 30,000 bottles each year.** **A fresh, vivacious, crisp white wine**, which expresses all the mineral and citrus characteristics of this unique variety. Complex, **balanced** and dry, with an orange blossom nose and **long finish**.

A pan-European open network

- develop a knowledge eco-system and a unified view about European gastronomy, an important part of the European cultural heritage
- support multi-disciplinary scientific research and the industry
- establish synergies of specialists in Gastronomy, engineers, linguists, computational linguists, sociologists
- use state-of-the-art and beyond NLP technologies to come up with:
 - the basic ideas and material for a European lexicon of gastronomy
 - MWEs and institutionalised phrases plus food related figurative language
 - cross-dialect, cross-language and cross-communities correspondences of European gastronomy language
 - ways of describing different types of food, patterns in expressing satisfaction, dissatisfaction, trends in advertising food in different cultures, trends in putting together menus etc
 - a multimodal corpus of European Gastronomy as Cultural Heritage ---to be used for MWE identification, opinion mining and translation

Action activities will be built around 5 themes.

Theme 3. Identify & translate the special constructs of the language of gastronomy: MWEs and institutionalized expressions in gastronomy.

State-of-the-art-and-beyond computational methods of identifying, encoding, translating MWE expressions.

Terms (names of dishes)

EL μπακαλιάρος σκορδαλιά (cod with skordalia)

EN fish and chips

FR boeuf bourguignon

The special language of eating & drinking activities

EN **free refills** : beverages that can be filled again without any cost

"Have all of the soda you want; it's **free refills** here."

EN uses a verb--- BUT!!! EL uses a long, relatively stable, phrase:

Cream the butter and sugar

WEB retrieved: Χτυπάμε το βούτυρο με τη ζάχαρη {πολύ καλά, μέχρι να beat the butter with the sugar {very well, until αφρατέψουν/να ασπρίσουν/ να **κρεμώσει** (!!!) το μίγμα} fluffy / withen / to cream the mix: the boldfaced word is a neologism

Theme 1. The European lexicon of gastronomy

✓ Identify and study the lexical stock of gastronomy in content words (one word/ MWEs) and the organization of the semantic field.

✓ Multilinguality

PROBLEM: The denotation of the terms varies with the dialects in a language and translations often fail to be accurate. How could this very varied lexical information be encoded?

THE CASE OF BURNT AUBERGINES IN THE BALKANS AND TURKEY

There is a dish made of heavily roasted, preferably burnt, aubergines. This is the main idea but many variations exist in this large area. The names of the dish in the various dialects and languages describe local variations, not the same dish. How could this information be represented;

IDEA: use gazetteers such as in history (Berman et al. 2016) and, in a second step, organise them semantically

VERY DRAFTY "Gazetteer" for μελιτζανοσαλάτα

Standard name: μελιτζανοσαλάτα

Country: Greece

Dialectical name: (Pontus): χαβίτς

Ingredients: Varieties: Southern Greece: aubergines, lemon/vinegar, garlic, olive oil
Northern Greece: aubergines, peppers, vinegar, garlic, olive oil
Pontus (now Northern Greece): aubergines, yogurt, lemon,

Technique: roasted--nearly burnt -aubergines, finely chopped, mixed with...

Related with: Serbia:ajvar, Bulgaria: kyopolou, Turkey: patlican salatasi



PROBLEM: Automatic methods for filling the gazetteers?

PROBLEM: Translation

<http://www.wordreference.com/engr/stew>

Theme 4. European figurative language drawing on food

Rhetorical figures: Similes

EL Γλυκός σαν μέλι

EN sweet as honey

SR slatko kao med



Verb MWEs

EL a beautiful girl ... είναι μπουκιά και συχώριο
is bite and forgiveness (to people who have harmed you)

EN Baby Jessica is the apple of her father's eye.

Theme 5. The cultural traits

Food is related with habits and practices related to seasons, birth, death, food for celebrations, They can be documented with multimodal material (in the gazetter).

References

Merrick Lex Berman, Ruth Mostern and Humphrey Suthall (eds). 2016. *Placing Names, Enriching and Integrating Gazetteers*. Indiana University Press, USA.
Dan Jurafsky. 2014. *The Language of Food. A Linguist Reads the Menu*. W.W. Norton & Company, New York, London.

English (both a technique and a dish)		Greek (a technique, not a dish)
stew <i>n</i>	(slow-cooked dish)	Βραστό: a dish; meat is 'boiled in water' with no allusion cooking speed → stock or soup
		στιφάδο: a specific dish—type of stewed meat
		γιαχνί: a specific dish—type of stewed meat
stew [sth] <i>vtr</i>	(cook slowly)	σιγοβράζω