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COGNITIVE ONOMASTICS: SEMANTIC GESTALTS OF THE ASSOCIATIVE ONYMIC FIELD OF AROMATONYMS

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Summary

The article is devoted to determining the nature of the aromatic subframe of the English native speaker's mental lexicon. Semantic gestalts of the associative field of English aromatonyms are considered. Systematization of the results of the free associative experiment made it possible to single out the semantic gestalts of the associative onymic field of the analyzed stimuli.

In this study, we used the method of free associative experiment, which is to respond to informants through any verbal reaction to stimulus words. The associative field of the stimulus was divided into semantic gestalts – fragments of the linguistic picture of the world and on the basis of two dominant groups of associates the **gestalt associative core** was established. Analyzing the obtained semantic gestalts of the associative onymic field of aromatonyms, we consider it appropriate to note that they all have a high degree of generalization, i.e. the semantic diffusion of speech becomes relevant, which opens the possibility of subjective interpretation of what is heard. All the results of our free experiment, namely semantic gestalts, are implemented by the Milton model, which combines distortion, generalization and omission of information, so that language is deliberately used to allow the respondents to supplement the missing details.

Keywords: cognitive onomastics, semantic gestalts, aromatonym, free associative experiment, associative field.

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Introduction

The purpose of the study is to elucidate the nature of the aromatic subframe of the English speaker's mental lexicon. **The object** of the study is English aromatonyms, **the subject** – their semantic gestalts of the associative field. The study was based on the results of a free associative experiment. A total of 57 informants were interviewed during the experiment, whose questionnaires served as a basis for creating an associative dictionary. The total number of reactions was 842, the total number of rejections was 28, i.e. 3.32%.

Literature review

Association can be understood as "a connection between mental phenomena, which are established under certain conditions, moreover the actualization of one of them causes

the appearance of another one" *(Vocabulary.com)*. When an individual forms associations, he "reveals his vision of reality from the perspective of an individual associative picture of the world, shaped during its development in a certain social, cultural, mental and linguistic space, which is engraved in his subconscious" *(Surmach, 2011: 192)*. Thus, associations actualize in the human mind, "the links between the elements of the lexical structure of the text and the corresponding phenomena of reality or consciousness" *(Bolotnova, 2001: 127)*. Understanding that "the process of association involves the process of establishing an associative connection between two objects, based on personal, subjective experience" *(Isaev, 2015: 156)*, allows the use of specific linguistic research methods in the analysis of the mental existence of lexical units, in particular, onymic ones, which in the mental lexicon turn into concepts.

The mental lexicon of the individual, i.e. the segment of long-term memory, is a reservoir where knowledge of all words familiar to a person in all languages available to him is kept *(Kubryakova, 2004)*, is a repository of **concepts** – fundamental units of knowledge that are central to categorization and conceptualization *(Evans, 2007)*.

Categorization can be termed as "understanding of objects and phenomena of reality within the categories – generalized concepts" *(Popova, 2007: 127)*. While **conceptualization** can be understood as the ability of human consciousness to comprehend a particular area in the objective or subjective (mental) reality by selecting its special features and bring it under a certain class of phenomena *(Popova, 2007: 122)*. The focus of this investigation is the study of the mental existence of onymic concepts, which, according to O. Karpenko *(Karpenko, 2007)*, after processing, i.e. conceptualization and categorization in the mental lexicon of the individual, "are associated with other components of the mental lexicon as their compilers and organizers" *(Karpenko, 2010; Kovalevsky, 2006)*. The onymic concepts are lined up in frames and subframes, the recursive nature of which was emphasized by K. D. Dolbina *(Dolbin, 2014)*. Actually, the term **frame** in this case is understood, according to the classification of S. A. Zhabotynska, as an identification, which personifies, classifies and specifies the subject *(Zhabotinskaya, 1992)*. Thus, the general onymic frame of the mental lexicon of its owner is divided into subframes – anthroponymic, toponymic, ergonomic, chromatonymic, etc. *(Karpenko, 2010)*, where each one is a subject to further recursive division. For this study, the structure of the chromatonymic subframe becomes relevant, as one of its divisions contains the names of cosmetics – perfumes, which include aromatonyms.

Cognitive onomastics, like any other cognitive studies, has a rather limited repertoire of methods due to the lack of direct access to the human mental lexicon. Thus, L. Talmy singles out nine specifically cognitive methods *(Talmy, 2005: 1)*, among which the leading place is occupied by experimental techniques of psycholinguistics. The associative experiment allows to construct the associative field of the stimulus, i.e. "the description of set of reactions which were ordered according to their frequency on the descending scale" for their further semantic interpretation *(Popova, 2007: 5)*. Thus, associative experiments make it possible to "identify the core and peripheral zones or components of human language consciousness" *(Bagmanova, 2013: 26)*, and the core of language consciousness "is formed from those words (ideas, concepts) in the associative-verbal net that have the largest number of connections" *(Karaulov, 2000: 191)*.

The names of perfumes advertise the product, and potentially are the only piece of linguistic information that a consumer will receive. Their leading function is attractive/ appealing, consequently for the successful promotion of the product nominators use modally labeled words in their proper names. Such modal markers belong to a certain representative system that can be of four types: visual, kinesthetic, audio or audio-tonal, as well as digital or audio-digital. The dominance

of a particular representative system of a particular addressee in a particular communication act is revealed by the predicates the speaker uses. Thus, aromatonyms with modal predicates were divided into four types: kinesthetic, visual, audio, polymodal, with subsequent subdivision.

In order to increase sales a specific good should be aimed at a person with a certain dominant representative system. According to the recommendation of H. Barns if a consumer has dominant visual representative system it is better to use visual means of receiving information, such as graphs, diagrams, photographs. As for the perfume, not only the looks of the bottle is important, but also the image created in a customer's mind by its name, aromatonym. If your product is targeted at a person with dominant audial representative system, the sales can be boosted with the help of pleasant music, appealing voices of sales managers, or combination of both while promoting a perfume. A certain melody could be named in aromatonym, which would also have significant impact on a person's consciousness. People with a leading kinesthetic representative system appreciate physical contact, movements, and tactile sensations. In order to increase the demand for perfume for this type of people, the aim is to create a pleasant by touch packaging, bottle, the actual aroma. Verbalization of these elements in the aromatonym will potentially lead to the attraction of the most common group of consumers.

Methodology

There was used a **method of free associative experiment** with 57 interviewed English native speakers to establish the structure of the aromatonyms associative field. The total number of received reactions is 842 associates. The number of failures is 28, which is 3.32% of the reactions total number. The questionnaire list of fifteen incentives is based on 2015 ratings of the most popular magazines *Vogue* and *ELLE*. The questionnaire of the recipients allowed to compile the associative vocabulary of English aromatonyms, establish the dominant types of reactions and to single out the semantic gestalt of the onymic associative field. The processing of the reactions obtained as a result of the survey makes it possible to "interpret the obtained associations as a reflection of certain conceptual features of the studied concept" *(Popova, 2003: 115)*. Actually, the term **gestalt** is understood as a "constant integral component of consciousness, which exists in the form of figures, structures, images and is formed through the desire to structure the field of perception" *(Selivanova, 2010: 84)*. According to J. Lakoff, cognition is holistic, realized through the creation of integral structures, unified gestalts, idealized cognitive models of perception – **linguistic gestalts** *(Lakoff, 1987: 12)*, which are understood as "a factor of evaluation and categorization of extra lingual reality" *(Khodorenko, 2011: 175)*. We can cite the opinion of O. Potebnya about associativity, which "consists in the fact that heterogeneous perceptions do not destroy each other's independence, but remaining the same, merge into one" *(Potebnya, 1976: 136)*. The **associative gestalt** is formed from natural semantically conditioned groups around several frequent reactions *(Sergieva, 2006)*, it is "a tool for structuring the associative field of each key stimulus" *(Markovina, 2000: 119)*. That is, "gestalt is a mental image that is a reflection of the world, a fragment of the image of the world, linguistic gestalt – a linguistic embodiment of a fragment of the linguistic picture of the world, and associative gestalt – a fragment of the conceptual picture of the world" *(Didur, 2015: 122)*. According to the method of Y. M. Karaulov, the associative field of the stimulus can be divided into semantic gestalts – fragments of the linguistic picture of the world *(Karaulov, 2000)*. On the basis of two dominant groups of associates, an **associative core of the gestalt** is established *(Markovina, 2000: 119)*, which was done in the process of analysing the results of the free associative experiment conducted.

As mentioned above, the two leading gestalts form the nucleus of the associative field, so for each of the stimuli aromatonyms a corresponding core was formed. Thus, for the first stimulus "Daisy dream" the associative nucleus consists of semantic gestalts FLOWER (24 reactions: yellow (5), fresh (3), flower (2), flowers (2), Field (2), fields, freshness, breath of fresh air, lawn of daisies, farm / countryside, blue, Marguerite, garden, white, green) and PLEASANT FEELINGS (14 reactions: feeling, gentle, beauty, happy, comfort, day-dreaming, aspirations, pure, innocent, holy, sweetheart, fair, beautiful sadness, desire), which is 41.38% and 24.14% respectively. As we can conclude from the above results, the first gestalt was caused by the first component of the aromatonym, and the second one – by the last. In general, this proper name is perceived as something extremely pleasant that evokes positive feelings and emotions. Both gestalts are not related to the aromatonym, but to the appellative meanings of its components.

The second stimulus "Chance", according to the caused reactions of the recipients combine in the structure of the associative field the following semantic gestalts of the associative onymic field: SUCCESS (39 reactions: luck (7), opportunity (4), lotto (2), success (2), possibility (2), lottery (2), winning, probability, gamble, risk, prize, success, change, life, goal, aspiration, intention, last resort, cliffhanger, game-changer, start over a new leaf, a new day, dawn, life saver, ray of light, ("would be a fine thing" (idiom)) and POSSIBILITY (5 reactions: (Noah's) ark, kind soul, football, cards, Monopoly), which is 70.91% and 9.09%. As it can be seen from the results above, the associative core of the semantic gestalt is also not associated with the aromatonym, but with its appeal and positively colored meaning.

The core of the semantic gestalts of the associative onymic field of the third stimulus "Shooting star" consists of two components, namely: SPACE (23 reactions: Moon (3), Cosmos, Galaxy, Christmas, cloudless, planet, full moon, stars, airplane, astrology, outer space, meteorite, comet, space, distant, astronomy, sky (3), night sky, up) and DESIRE (13 reactions: a wish, wish (6), dream (3), dreams, miracle, desire), which is 38.98% and 22.03%. The results obtained are again not related to the aromatonym, but in semantic gestalts of the associative onymic field two directions are actualized: celestial-cosmic, caused by the meaning of the corresponding common name, and related to a common musical work dedicated to the fulfillment of desires due to folklore.

The fourth of the analyzed stimuli "Black opium" has the following components in the associative core of its semantic gestalt: DRUG (22 reactions: drugs (4), drug (4), plant, drug lord, dope, narcotics, dangerous, daze, peril, death (2), lair, smuggling, addiction, untouchable, poppy fields) and AROMA (7 reactions: perfume (3), scent, aftershave, smell, mist), which is 37.93% and 12.07%. In this stimulus, a smaller part of the gestalt nucleus is associated with aromatonym, and the first – with the understanding of the meaning of the appellation.

In the associative field of the fifth stimulus "Amazing grace" it became possible to single out the following core of the semantic gestalt of the associative onymic field: RELIGION (24 reactions: church (4), hymn (2), gospel music, gospel, YAHOVAH, redemption, salvation, blessed, mercy, holy, spirituality, religion, sermon, service, Madonna, heaven, Saints, priest, choir, divine) and SCOTLAND (8 reactions: Edinburgh, kilt, saltire, castle (2), bagpipes (2), Scottish music), which is 42.11% and 14.04 %. Both components of the associative core of the gestalt are dictated not by the aromatonym or qualities of its denotation, but by the Christian hymn and the peculiarities of its performance, including the annual military parade in Edinburgh.

The sixth stimulus "Bombshell" created the following components of the core of semantic gestalt of the associative onymic field: SEXUALITY (27 reactions: Marilyn Monroe (2), sexy (2), high heels, Victoria Secret, sex symbol, pin-ups, women, gender, sexuality, sensuality,

body, vamp, sex, hot, woman, lingerie, peach, breath-taking, awe, sexy woman, breasts, objectification of women, my wife, blonde my baby) and WAR (18 reactions: war (2), competition, politics, power, conquest, boom, thunder and lightning, drop, explosion, fuel, loud, explosion, controversy, struck, mortar, enemy, weapons), which is 49.09% and 32.73%. It seems appropriate to recall the hippie slogan "Make love, not war" in connection with the structure of the associative gestalt core of this stimulus, because it combines opposite meanings of concepts, due to the contrariety of direct and figurative meanings of the English lexical units.

The seventh stimulus of "Neroli Portofino" was characterized by the division of the core of semantic gestalts of the associative onymic field into the following components: ENTERTAINMENT (18 reactions: wine (3), food (2), vacation (2), some idea of la dolce vita, playground, shops, lifestyle, tourists, locals, restaurants, fun, lush, Italian drink, "Eat, pray, love") and FOREIGN (10 reactions: Italy (3), Italian (3), Port, place, Europe, foreign), which is 36% and 20%. These gestalts have nothing to do with aromatonym, but emphasize, first of all, a certain recreational tendency of the associative thinking of the respondents while processing this stimulus.

The eighth stimulus "Flowerbomb" contains the following gestalts: FLOWERS (23 reactions: colors (2), flowers (2), floral and super sweet, flower power, hippies, odor, fragrance, perfume, burst of fragrance, abundance of flowers, wreath, blossom (2), Flora, explosion that leaves a flowery smell, sweet, hippies, color miraculous, red, colorful, blue white) and WAR (5 reactions: explosion (3), deadly, love not war), that is 42.59% and 9.26%. It should be noted that these gestalts were triggered by two parts of the analyzed composite. That is, in the mental lexicon of the participants of the experiment, this stimulus has mostly positive connotation and evokes pleasant feelings.

For the semantic gestalts of the associative onymic field of the ninth stimulus "Mademoiselle Coco" characteristic core component was a single gestalt FASHION (41 reactions: Chanel (4), perfume (3), lady (2), classic (2), black and white hat, young lady, Elegance, fashion, sportswear, necklace, knitwear, style, chic, icon, elegance, pearls, spotlight, fashion, exquisite, distinguished, snob, sophisticated, upper class, occasion, gala, head-turner, high heels, dress, delicate, a smart little hat, scent, toilet water, designer, famous), which is 78.85%. It should be noted that the analyzed stimulus turned out to be a very powerful unit of neuroinduction, partly due to its fame, as well as due to the mythologization of the image of the designer who created this brand and fragrance, so other gestalts were not included in the core.

The tenth stimulus "Beach" also formed a single associative core of the gestalt ENTERTAINMENT (63 reactions: sun (5), sea (4), umbrella (4), summer (4), sand (3), swimming (2), paradise, holiday, ball, sun tan lotion, sun block, coconuts, sunshine, towels, lemon aid, drinks, food, friends, volleyball net, pheromones, shore, ocean, vacation, heat, bikini, attraction, salty, relax, sea gulls, palm trees, adventure, laughter, shiny and sunny, peaceful night, long and sandy with surf, sandy, relaxing, my dream, boys, bucket, spade, beds, deck chairs, towel, costume, beach ball, ships), which is 90%. The presence of such a powerful associative gestalt is caused by the semantic load of the appellation, where the analyzed aromatonym was formed from with the help of the process of onymization.

Regarding the eleventh stimulus "Alien", its core of the gestalt consists of two components: UNKNOWN (27 reactions: foreign (3), strange (2), curiosity (2), ET, unknown, caution, unexplainable, unanswerable, questions, out of place, conspicuous, innovative, bizarre, toxic, apocalyptical, sensational, extra-terrestrial, question, Martian, Klaatu barada, horror, opposite, green men) and SPACE (5 reactions: space (2), spaceship, outer space, planet), which is 50% and 9.26%. As in the previous case, the semantics of the donor-appellate influenced the

associative connections of the stimulus during cognitive processing in the mental lexicon of the respondents of the experiment.

The twelfth stimulus "Light blue" demonstrated the presence of two leading gestalts in its core: FRESHNESS (15 reactions: baby boy (2), baby (3), freshness, softness, peaceful, serine, pure, fresh, naive, childhood, virgin, innocent) and COLOR (12 reactions: color (2), landscape paintings, eyeshadow, painter, tinted, marine, shade, pastel, tranquil, Cambridge, art), which is 26.32% and 21.05%. The second component of the nucleus is quite predictable due to the semantics of the donor sphere of the aromatonym, but the first is based on a metaphorical reinterpretation of the stimulus.

The thirteenth stimulus "Sexy amber" was characterized by two dominant components of semantic gestalts of the associative onymic field: FEMALE (14 reactions: Amber from House MD, woman, name, red head, femme provocateur, sweet-smelling lady, hair dye, best friend (her name is Amber), Beautiful, dress, sensuous, mature, old and unsexy, sexy saddie) and QUALITY (11 reactions: jewels (2), jewelry (2), Gemstone, semi-precious, glass, precious stone, orange, gold, mosquito), which is 25% and 19.64%. In this associative field of aromatonym we are mainly dealing with the influence of the female proper name on the common name of the precious stone, which caused the corresponding associations.

According to the results of the survey the fourteenth stimulus "212" includes the following components in its core: NUMBER (18 reactions: number (2), numbers, area code, count, security code, level, placement, cholesterol count, natural number, mathematics, police code?, number one, 211, 213, 313, amount, binary) and TIME (7 reactions: days, moment, until midnight, 14.12 pm, 2.12 pm., February 2012, 21st February), which is 36% and 14%. Both leading gestalts of the associative field of this stimulus are related to the meaning of the donor sphere to the given perfume nomination.

For the fifteenth stimulus "Juliette has a gun" only one leading gestalt DANGER was set (35 reactions: violent (2), rifle (2), fear, dispute, danger, Police, witness, woman can take care of herself, independent, harassment, brisk, no hanky punky, alert, tough, risky, serious, dangerous, Western, unpredictable, down to business, a sexy woman with a strong personality, Tarantino, suicide, is it loaded ?, revenge, protected, assault, license, revolver, machine gun, chamber, bullets murder, holster), which is 60.34%. Such limitation of the associative core of the gestalt is caused by the unusual form and semantics of the analyzed stimulus, due to which even such a powerful unit of neuroinduction as the name of the main heroine of Shakespeare's play received only 4 associations (Romeo, so does Romeo, theater, story), which is not sufficient to enter the core of the semantic gestalts of the associative onymic field. In our opinion, to form a nucleus, a certain gestalt must receive at least 10% of the total number of reactions.

Results

The following diagram can illustrate the comparison of the cores of the semantic gestalts of the associative onymic field of all the proposed stimuli (Fig. 1).

Three stimuli showed the presence of only one component in the associative core of the gestalt: "Beach", "Mademoiselle Coco" and "Juliette has a gun". This is due to various factors: if in the first we can talk about the general statement of the appellate denotation with the relevant personal experience of all recipients, then regarding the second the identity of the designer and his personal name should be considered, and in the third case we take into consideration the outrageous name based on the cognitive dissonance, caused by the discrepancy between the well-known literary and artistic anthroponym and the content of this anthroponymic aromatonym.

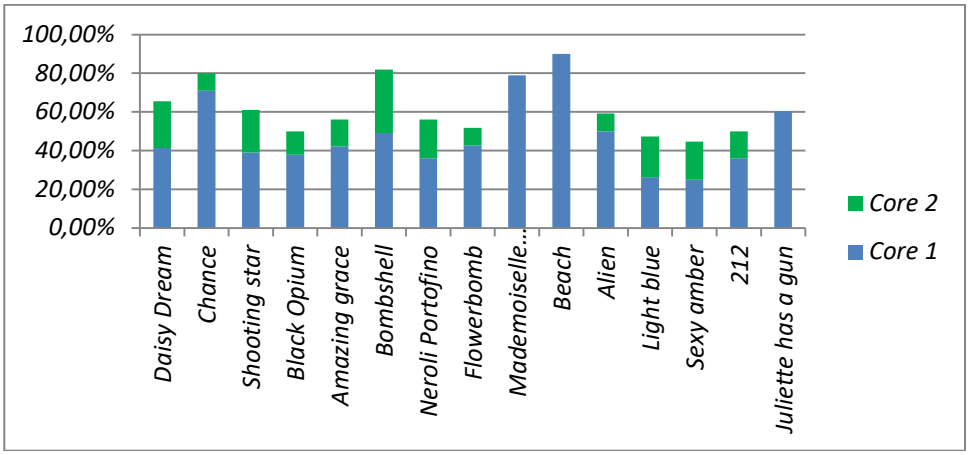

Fig. 1

Analyzing the obtained semantic gestalts of the associative onymic field of aromatonyms, we consider it appropriate to note that they all have a high degree of generalization, i.e. "the semantic diffusion of speech becomes relevant, which opens the possibility to subjective interpretation of what is heard" *(Kovalevsky, 2006: 210)*. Thus, all the results of our free experiment, namely semantic gestalts, are implemented by the Milton model, which combines distortion, generalization and omission of information, so that "language is intentionally used to allow the client to supplement the missing details" *(Hall, Bodenhamer, 2015: 161)*. The Milton model "allows the addressee to be 'subtly vague'. That is, it allows producing statements, in which specific information is almost completely deleted, so that the addressee is free to fill the gaps with their own experience" *(Pligin, Gerasimov, 2009: 412)*. Among the many techniques of the Milton model for this study, nominalization and generalization are interesting, which require decoding using "transderivational search", filling the semantic gaps with subjectively relevant content" *(Kovalevsky, 2006: 215)*. What exact meaning do the respondents imply in the gestalt, for example, PLEASANT FEELINGS, SUCCESS, DANGER, DESIRE? How much does their understanding coincide or differ? It depends on their personal experience, values, beliefs and mindset. As you can see, the degree of generalization of the obtained semantic gestalts of the associative onymic field vary from the most diffuse OPPORTUNITY or UNKNOWN to more specific SCOTLAND or FLOWER, but in any case, the addressee has the opportunity to fill in "the relevant content". Thus, aromatonyms successfully perform their main function of suggestion, evoking in the mind the desired images, feelings and emotions. For example, the aromatonym *Wonder* evokes its own understanding of what a miracle is in each recipient, and *Beauty* raise questions what exactly the beauty should be, what it manifests. We consider the fragrance *Very Irresistible* to be extremely successful due to its unclear semantics and subject relation: what sphere of human existence does this qualifier belong to: the fragrance itself, the image it creates, or any other aspects? In our experiment, the most specific in terms of the structure of the associative core of gestalt was the aromatonym *Daisy Dream*, the leading gestalt of which is FLOWER. But even in this case, the question remains what kind of flower, because of the diffusion of this generalization.

Conclusions

As a result of this study, we can conclude that we have established semantic gestalts of the associative field of aromatonyms stimuli, which are formed by semantically conditioned groups of associates, with the separation of their core. The following results were obtained: the aromatonym *Daisy dream* has two dominant gestalts: FLOWER (41.38%) and PLEASANT FEELINGS (24.14%). The dominant gestalts of the aromatonym *Chance* were SUCCESS (70.91%) and POSSIBILITY (9.09%). For the aromatonym *Shooting star* the dominant gestalts were SPACE (38.98%) and DESIRE (22.03%). Aromatonym *Black opium* has two dominant gestalts: DRUG (37.93%) and FRAGRANCE (12.07%). RELIGION (42.11%) and SCOTLAND (14.04%) were found to be the dominant gestalts of the aromatonym *Amazing grace*. For aromatonym *Bombshell*, the dominant gestalts were SEXUALITY (49.09%) and WAR (32.73%). The *Neroli Portofino* fragrance has two dominant gestalts: ENTERTAINMENT (36%) and FOREIGN (20%). Flowers (42.59%) and WAR (9.26%) were identified as the leading gestalts of the aromatonym *Flowerbomb*. Aromatonym *Mademoiselle Coco* has one dominant gestalt FASHION (78.85%). One dominant gestalt ENTERTAINMENT (90%) was also singled out for the aromatonym *Beach.* For the aromatonym *Alien* the dominant gestalts were UNKNOWN (50%) and SPACE (9.26%). Aromatonym *Light blue* has two dominant gestalts: FRESHNESS (26.32%) and COLOR (21.05%). FEMALE (25%) and VALUE (19.64%) were revealed as the dominant gestalts of the aromatonym *Sexy amber*. For aromatonym *212*, the dominant gestalts were QUANTITY (36%) and TIME (14%). The aromatonym *Juliette has a gun* has only one dominant gestalt DANGER (60.34%). The majority of domains are positive. However, the domains ALIEN (FOREIGN, UNKNOWN), DANGER (DANGER, WAR, DRUGS) are perceived as negative.

In our further explorations it is planned to analyze the distribution of aromatonyms stimuli into four circles of individual onymic frame depending on the degree of acquaintance of the recipient with the stimulus and its emotional involvement, which will help to understand better the nature of the aromatonymic segment of the English worldview and the structure of the aromatonymic subframe of an English speaker's the mental lexicon.

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