TRADE NAMES: MINERAL WATER

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Abstract

Mineral water trade names are interesting from a linguistic perspective, as well as from the standpoint of structure, origin and significance in communication. These are words consisting of independent elements, derived with prefixes and/or suffixes, Romanian and foreign names. Some are related to toponyms, metaphors, or they are metaphorical names, etc. The combinations of words and chemical or mathematical symbols are common within the area of these trade names.

Keywords: *name*, *compounds*, *derivatives*, *phrases*, *onomastics*

Résumé

Les noms commerciaux de l'eau minérale présentent un intérêt linguistique sous l'aspect de la structure, de l'origine et de leur signification dans la communication. Ce sont des mots composés d'éléments indépendants, dérivés avec des préfixes et/ou des suffixes, des noms roumains et étrangers. Certains ont trait aux toponymes, aux métaphores, sont des noms métaphoriques, etc. Les combinaisons de noms et symboles chimiques ou mathématiques sont fréquentes dans la sphère de ces noms commerciaux.

Mots-clés: *dénomination*, *composés*, *dérivés*, *syntagmes*, *onomastique*

0. Introduction

In this study, we aim to analyze from a linguistic perspective the terminology of mineral waters existing on the Romanian market, an analysis deriving from the need to know the significance of the names of a widely consumed product which is *life itself*[1].

The study relies on *Lista apelor minerale naturale recunoscute în România*[2], as well as the research of Alfonso Germani, in the study entitled *I nomi delle acque minerali italiane*[3], which deals with the Italian terminology of this product.

1. The concept of *mineral water*

Mineral water is the drinking water coming from a natural source (spring) or an artificially drilled source (well) which, by its physical structure and chemical

[1] Antoine de Saint-Exupery , Vânt, nisip şi stele (Apă, tu nu ai gust şi nici mireasmă, E greu să fii descrisă ! Ne placi, fără să te cunoaştem Şi nu-i adevărat că eşti esenţială vieţii, Eşti viaţa însăşi !)./ Antoine de Saint-Exupery, Wind, sand and stars (Water, you have no taste, no flavour, It is so hard to describe you! We like you without knowing you and it is not true that you are essential to life, You are life itself!).

[2] List approved in compliance with the ANRM Order no.12/2011 published in the Official Gazette no. 68/26.01.2011, published in the *Guide to Mineral Waters*, a work by Adrian Feru, edited under the auspices: APEMIN Patronage (http://www.apeleminerale.ro/ghidul-apelor-minerale).

[3] See Alfonso Germani, *I nomi delle acque minerali iatliane*, in the volume *Name and Naming, Onomastics in Contemporary Public Space*, edited by Oliviu Felecan, Baia Mare, Editura Mega, Editura Argonaut, p. 139-147.

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composition − usually complex − can have therapeutic effects. It has a constant chemical composition, relative to annual fluctuations. In the concrete sense of the term, mineral waters must have a certain origin, not be subject to artificial changes (except adding CO_2) and be distinct from drinking water by type and quantity of components, by physical properties and therapeutic qualities certificated by a scientific institution. In the past, the name of mineral water was attributed to all groundwater or surface water that could be used for therapeutic purposes. In recent years, mineral waters intended for therapeutic purposes have been given the name of curative waters.

2. Lexical aspects

In terms of word formation, the following constructions are used in the mineral water terminology:

a. compounds formed from independent words: ape *hidrogencarbonatate – calcice/* 'waters containing *calcium* and *hydrogen carbonate*'; ape *hidrogencarbonatate – calcice – magneziene/* 'waters containing *magnesium, calcium, hydrogen carbonate*'; ape *clorurate – sodice – calcice/* 'waters containing *calcium, sodium, chlorides*'; ape *clorurate – sodice – calcice – magneziene/* 'waters containing *magnesium, calcium, sodium, chlorides*'.

The compounds have names referring to chemical substances and the manufacturing process. The terms of the compound are combinations of compounds and derivatives. We may also note the terms accompanied by chemical or mathematical symbols: *calcium* (Ca_2+), *magnesium* (Mg_2+), *sodium* (Na+), pH (or "potential of hydrogen"), *effervescence* 500 ÷ 1, 500, *classical effervescence* 2,500 ÷ 3,500, etc.

b. derivation with prefixes and/or suffixes: ape *îmbuteliate, sulfatate, magneziene, clorurate, sodice, carbogazoase, necarbogazoase, decarbozificate, bicarbonatate/* '*bottled* waters, waters containing *sulphates, magnesium, chlorides, sodium*, *carbonated* waters, *non-carbonated* waters, *decarbonated* waters, *bicarbonate* waters'. The terms are derived with prefixes (de-, ne-, îm-), with participial suffixes (-at, -ată); with adjectival suffixes (-ic, -ică). Most adjectival determiners refer to chemical composition (*sulfatate, magneziene, clorurate*), and less often to the manufacturing process (*îmbuteliate*).

In usage, the terminology of mineral waters is diverse. For instance:

„Începând din 1960, Institutul de Balneologie din Iaşi repetă periodic analizele fizico-chimice ale acestor ape şi arată că au o mineralizare de până la 1000 mg/litru şi au un character de ape *hidrogencarbonatate – magneziene* cu un pH slab alcalin"./ "Since 1960, the Institute of Balneology in Iaşi has periodically conducted physical and chemical tests to measure the quality of these waters and shows that they have a mineralization up to 1000 mg/litre and the characteristic of *magnesium - hydrogen carbonate* waters with a slightly alkaline pH". (http://www.ziarulatac.ro, 04.05.2012, *Falimentul unui brand al Iaşului. Dispare apa minerală Amfiteatru!*)

„Zona montană a judeţului Bistriţa Năsăud cuprinde o mare varietate de izvoare de ape minerale – *carbogazoase, clorosodice (sărate) şi sulfuroase*, folosite ca ape curative, ca apă potabilă curentă sau pentru completarea necesarului de minerale al organismului"./ "The mountainous area of Bistriţa Năsăud county includes a wide variety of mineral springs - *carbonated, salt (containing sodium chloride) and sulphurous* waters, used as curative water, drinking water or for supplementing the need for minerals of the body". (http://www.bistritza.ro, 20.05.2016, *Izvoare de ape minerale*)

„*Apele minerale carbogazoase* conţin 1 gram la mie bioxid de carbon şi pot fi

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aplicate atât sub formă de cură externă ca băi în căzi individuale sau sub formă de cură internă – cura de crenoterapie”./ “*Carbonated mineral waters* contain 1 gram per thousand carbon dioxide and can be used in the form of external cure baths in individual tubs or as internal cure - the crenotherapy cure”. (http://www.desprespa.ro, 05.052014, *Terapia cu ape minerale carbogazoase*)

„*Apele minerale bicarbonatate calcice şi magneziene*, care reprezintă de fapt marea majoritate a apelor de masă, au o acţiune diferită asupra funcţiei digestive a stomacului comparativ cu *apele bicarbonatate sodice*”./ “*Magnesium and calcium bicarbonate mineral waters*, which represent in fact the vast majority of table water, have a different action on the digestive function of the stomach as compared with *sodium bicarbonate waters*”. (http://www.inffo.ro, 27.05.2016, *Apele minerale bicarbonate. Staţiuni balneare*)

3. Phrases

In the terminology of the classification of mineral waters, depending on their content, the structure consisting of name + two, three adjectival determiners prevails. An example in this sense are the phrases: *mineralizaţie totală/* ‘total mineralization’, *mineralizaţie scăzută/* ‘low mineralization’, *mineralizaţie medie/* ‘medium mineralization’, *mineralizaţie bogată/* ‘rich mineralization’, *compoziţie chimică/* ‘chemical composition’, *reziduu sec/* ‘dry residue’, *apă (minerală) carbozificată/* ‘carbonated (mineral) water’, *apă (minerală) decarbogazificată/* ‘decarbonated (mineral) water’, *apă (minerală) parţial decarbogazificată/* ‘partially decarbonated (mineral) water’, etc.

Such phrases are frequent in use. For instance:

„Primul, denumit Izvorul Seiche, are o apă bicarbonatată, calcică, sodică, carbogazoasă, hipotonă, cu gust de petrol, cu o *mineralizaţie totală* de 2327,84 mg/kg”./ “The first, called the Seiche Spring, has carbonated, hypotonic, oil flavoured water, containing bicarbonate, calcium, sodium, with a *total mineralization* of 2327.84 mg/kg”. (https://ro.wikipedia.org, *Băile Seiche*)

„Producătorii testează fiecare lot de apă îmbuteliată, unul dintre aspectele verificate fiind nivelul reziduului sec, numit şi reziduu fix”./ “Manufacturers test each batch of bottled water, one of the aspects checked being the level of dry residue, also called TDS”. (http://super-hrana.ro, 28.08.2015, *Care apă minerală din România ţi se potriveşte cel mai bine?*)

„*Apa minerală naturală carbogazificată Bucovina* are un conţinut redus de sodiu, gust plăcut şi echilibrat, precum şi proprietăţi deosebite de a lega şi reţine dioxidul de carbon, asigurând tranzitul de electroliţi în organism, esenţiali funcţionării normale a acestuia”/ “*Bucovina carbonated natural mineral water* has a low sodium content, pleasant and balanced taste and special properties to bind and retain carbon dioxide, ensuring the transit of electrolytes in the body, essential to its normal functioning”. (http://www.apabucovina.ro, 28.05.2016, *Apa minerală naturală carbogazificată*)

4. Etymology and onomastics

The names of mineral waters contain in their structure elements that can be classified from a linguistic perspective, according to their origin, as well as from a semantic perspective. These are proper names, such as *Borsec, Borviz, Biborţeni, Dorna, Perla*, etc.

Borviz is the Hungarian form of the name of mineral water[4].

[4] DEX, p. 108.

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Biborţeni is related to the village with the same name. Local mineral waters had been exploited since the time of the Romans. The name refers to *Vila Byborch* (1332), located in the spa with carbonated baths[5].

The etymology of other names of mineral waters is also interesting. The name *Bucovina*, for instance, officially came into use in 1774, with the annexation of the territory by the Habsburg Empire. The name comes from the Slavic word for *beech tree*, "buk", so the toponym „Bucovina" can be translated as "The Country of Beech Trees"[6]. The name with the meaning *forest of beech trees* appears for the first time in a document issued by the ruler of Moldavia, Roman I Muşat, on 30 March 1392, by which he gives Ionaş Vitezul three villages along the Sireth, "up to the large *bucovina*, opening the way to Dobrinăuţi..."[7].

The toponym *Dorna* has an old story. In *Dicţionarul limbii române* edited by the Romanian Academy in 1958, the common name *dornă* means "whirlpool" or "valley of water". The Slavs called the marshy settlement *dolină*, the Romans called it *durnacum*, and it turned into *Dorina* in Romanian, where, by eliminating the vowel "i" and by the rhotacism specific to the Romanian language, it became *Dorna*[8].

If we analyze mineral water names by origin, we may note the presence of Romanian names (with the structure noun + noun in the genitive): *Apa Craiului, Cristalul munţilor, Dealul Cetăţii, Izvorul Alb, Perla Apusenilor/Covasnei/Harghitei, Roua Munţilor, Valea Izvoarelor*, the presence of foreign names (of Latin origin, but with French, Italian, English pronunciation): *Aquatique, Aqua Carpatica, Aqua Sara, Aqua Vital, Perenna Premier*, and the presence of some combinations of foreign and Romanian names (*K- Classic, Spring Harghita*).

The names of mineral waters occur in such contexts as:

„Astfel, în topul celor mai sănătoase ape minerale carbogazoase din România se află Keia (îmbogăţită cu dioxid de carbon), produsă de către Nicoltana SA, cu o concentraţie de 124 mg/l de reziduu sec (conform buletinului de analiză LAREX din aprilie 2004), urmată de Azuga cu 155 mg/l concentraţie de reziduu sec şi de *Apa Craiului* (produsă de Cheresta Dâmbovicioara) cu 196 mg/l"./ "Thus, among the healthiest carbonated mineral waters in Romania is Keia (enriched with carbon dioxide) produced by Nicoltana SA, with a concentration of 124 mg/l of dry residue (according to the LAREX report of April 2004), followed by Azuga with 155 mg/l concentration of dry residue and *Apa Craiului* (produced by Cheresta Dâmbovicioara) with 196 mg/l" (http://www.wall-street.ro, 12.05.2013, *Topul celor mai sănătoase ape minerale*)

„Principalul domeniu de activitate în lungul evoluţiei sale a fost cercetarea geologică şi punerea în evidenţă a unor importante rezerve de substanţe minerale utile: de la aur, argint la cărbune şi nu în ultimul rând apa minerală *Perla Apusenilor*"./ "The main activity throughout his evolution has been geological research, as well as highlighting some important reserves of useful minerals: from gold and silver to charcoal, and last but not

[5] Banyai I., *Apele minerale din fostul județ Trei Scaune*, Anuarul Muzeului Regional Sf. Gheorghe, 1955, apud https://ro.wikipedia.org

[6] In German *Buchenland* means the Country of Beech Trees, cf. https://ro.wikipedia.org/wiki/Bucovina.

[7] Mihai Iacobescu, *Din istoria Bucovinei*, vol.I (1774-1862), Bucureşti, Editura Academiei Române, p.113.

[8] https://ro.wikipedia.org/wiki/Vatra_Dornei

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least, the mineral water Perla Apusenilor". (http://www.perlaapusenilor.ro, Perla Apusenilor − Apa minerală naturală)

„Roua Munţilor este apa minerală carbogazoasă lansată în 2004, izvorâtă din regiunea Valea Zânelor, Covasna, o zonă nepoluată, cu o lungă tradiţie în exploatarea apei"./ "*Roua Munţilor* is the sparkling mineral water launched in 2004, springing from the region Valea Zânelor, Covasna, an unpolluted area with a long tradition in water exploitation". (http://www.strategic.ro, 06.05.2009, *Roua Munţilor se repoziţionează prin Pure Style*)

„Apa minerală *Aqua Carpatica* este disponibilă acum şi pe rafturile unor lanţuri de magazine din Statele Unite ale Americii"./ "The mineral water *Aqua Carpatica* is now available on the shelves of chain stores in the United States of America". (http://www.gandul.info, 13.06.2015, *Apa minerală Aqua Carpatica este disponibilă acum şi pe rafturile unor lanţuri de magazine din Statele Unite ale Americii*)

„Firma exportatoare de apă minerală din Harghita este Mineral Quantum SRL, iar produsul se numeşte *Spring Harghita*"./ "The firm exporting mineral water from Harghita is Mineral Quantum SRL, and the product is called Spring Harghita". (http://brandreport.ro, 26.02.2014, Harghita, judeţ exportator de apă minerală)

Mineral waters have mythological names: Hera, Artesia, Cezara, Lithinia; religious names: Izvorul Tămăduirii, Izvorul Minunilor; they indicate toponyms: Borşa, *Bodoc, Borsec, Certeze, Lipova, Poiana Negrii, Stânceni, Tuşnad, Valea Brazilor, Valea Izvoarelor*; they represent metaphorical names: *Apa Craiului, Cristalul Munţilor, Dealul Cetăţii, Izvorul Alb, Perla Apusenilor, Perla Covasnei, Perla Harghitei, Roua Munţilor*.

The names of mineral waters occur in such contexts as:

„*Hera*, o nouă apă minerală pentru familii puternice, care nu mai are nevoie de alte recomandări, decât cele date de caracteristicile sale proprii"./ "*Hera*, the new mineral for strong families, which needs no other recommendation, except that given by its own characteristics". (http://www.europeandrinks.ro, 18.06.2016, *Hera*)

„*Izvorul Minunilor* apa minerală naturală necarbogazoasă este bună pentru consumul zilnic atât la birou, cât şi în gospodăria dumneavoastră"./ "*Izvorul Minunilor* the non-carbonated natural mineral water is good for daily use both at the office and in your household". (https://www.metro.ro, 01.10.2000, *Metro*)

„Puţini sunt cei care nu au auzit de apa minerală *Borsec*, al cărei renume a depăşit, de peste 200 de ani, graniţele ţării"./ "Few people have not heard of the mineral water called *Borsec*, whose reputation crossed the borders of the country 200 years ago". (http://www.agerpres.ro, 05.08.2014, *Destinaţie: România/Harghita – patria apelor minerale şi a celor mai importante fabrici de îmbuteliere*)

„În 2011, *Perla Covasnei* intenţionează să investească în consolidarea canalelor de distribuţie şi a brandului"./ "In 2011, *Perla Covasnei* plans to invest in strengthening distribution channels and the brand". (http://www.romanialibera.ro, 23.01.2011*, Producătorul de apă minerală Perla Covasnei a investit 5 mil. euro pentru o fabrică greenfield*)

5. Conclusions

In the structure of the names of mineral waters consumed in Romania, there are terms obtained by composition and derivation, phrases consisting of name + two, three adjectival determiners, both categories having a high enough frequency. As for

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the origin, mineral water names are Romanian, foreign, combinations of foreign and Romanian names. Some are mythological names, others are metaphorical names or toponyms. The contexts in which the names of mineral waters occur demonstrate that the concern for this product range is high. The elements defining mineral waters also appear on product labels, on the official websites of those brands, in TV advertisements, in specialized publications, in the media.

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