ADJECTIVE USE IN THE PROMOTION OF ROSES. CASE STUDY- ROMANIAN WEBSITES AND PRODUCT CATALOGUES

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Abstract:Advertising is part of our daily lives and everything can be commercialized online. However, there are some products that are for niche markets and customers, and the flowers belong to this group.
The analysis comprises Romanian websites and product catalogues, all specialized in selling roses. We were interested in the frequency of appearance and type of adjectives used to promote the products.
The study revealed that the amount of adjectives used to describe the beauty, vigorousness and character of roses in the selected websites and catalogues is significant, this being reflected in their high number.

Keywords: Romanian websites, Romanian product catalogue, rose, adjectives, description

1. Introduction

Advertising has been taken to a new level in recent decades and it has spread to all ranges of products. The basic ones are mostly presented on radios, TV channels, magazines, product catalogues and large placards on the side of the road.

However, there are some products that are for niche markets and customers, and the flowers belong to this group. The rose trade has special targeted customers: persons who are interested in gardening, within a certain range of age, who generally have gardens or a plot where to plant the flowers and those who buy specialized magazines.

In Romania, gardening, especially that which involve lots of flowers was not representative along the centuries. It has been taken to a new level only in the last 20 -25 years. Few magazines appeared, such as *Grădina mea de vis* and *Casa şi grădina, Practic. Idei pentru casă, grădină şi apartament*. There are also product catalogues, for example, *Sweet Garden*, *GradinaMax*, *Bakker*, that are specialized in selling flower bulbs, different kinds of roses, ornamental plants and fruit trees and shrubs.

As we well know, the internet is an integrated part of our lives. Everything can be commercialized online. And flowers are no exception and, consequently, most companies, if not all, have created their own websites. As the niche is narrow, there is fierce fighting between online and offline for each and every customer. We were able to identify several websites, specialized in selling flowers and especially roses.

2. Method and material

The recent analysis comprises Romanian websites and product catalogues, all specialized in selling roses, besides other plants. Many of the websites taken under study are only distributors of roses, seldom producers.

The corpus of texts is analysed from a linguistic point of view, more exactly we dealt with the adjectives used to promote their products. We looked them all up and analysed their frequency of appearance and type. The adjectives related to colour were left out, these being the subject of another study.

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3. Discussions and results

3.1. Sweet Garden

Sweet garden is a company that is specialized in distributing various types of flowers, fruit trees, shrubs and ornamental plants. It has its headquarters in Oradea city. They advertise for their products in two ways: online (they have a website) and through a product catalogue.

Having two powerful ways of convincing customers, the website is slightly different from the catalogue because the latter, being printed, generates higher costs and indeed, the texts that present each type of product are short and the images have greater power.

The Sweet Garden catalogue has for sale five types of roses: *Trandafiri David Austin, Trandafiri de colecţie (Roses for collectors), Trandafiri teahibrizi (Tea hybrid roses), Trandafiri târâtori (Rambler roses), Trandafiri căţărători (Climbing roses)*, each section unfolding on two pages and having a variety of roses that ranges from 7 to 14. As regards the website, the products sold seem to be significantly higher. Firstly, the distinction between rooted cutting roses and potted roses is made. In the former group, besides the products presented in the catalogue, two new groups were added: roses for jam and roses for parks. Nevertheless, at a closer look, we noticed that several roses appeared in more sections.

As regards the vocabulary used in promoting their products, it is the typical, quite common text used for the domain of roses.

There is a small, two-rowed description of the variety of rose presenting the type and colour of rose and the product is delivered ("rooted cuttings with the roots wrapped"). The type of blooming (repeated flowering, one flowering) appears now and then.

Of all roses, we studied only two groups linguistically: *Trandafiri teahibrizi* (*Tea hybrid roses*) and *Trandafiri David Austin*. The former has a corpus of 377 words, while the latter, 365 words. The range of adjectives is not very wide, nor their number due to the short texts.

We adapted the previous classifications made by Pierini (p. 103), Ke (p. 277) and Marza (p. 118), Lehrer (p. 16) to the specificity of our study. Thus, the terms used to characterize the rose refer to:

- ***appearance****: mare, atractiv, atrăgător, gingaş, rotund*
- ***scent****: fructat, parfumat*
- ***composition:*** *plin, dens*
- ***character:*** *puternic, discret*
- ***intensity of brightness:*** *intens, luminos*
- ***singleness:*** *unic, deosebit, minunat, superb, popular.*

The evaluative terms, such as *mare, clasic, popular, unic* are terms that show the quality of the products. They sum up to 26.41% of the total of adjectives (Table 1)

Table. 1.

The adjectives that are present in the promotion of roses in the Sweet garden catalogue

Adjective	**Sweet garden**	
	Trand. teahibrizi	Trand. D. Austin
1. atractiv	-	1
2. atrăgător	-	1
3. bogat	-	3
4. catifelat	2	1
5. clasic	1	-
6. delicat	-	1
7. deosebit	4	-
8. discret	1	-
9. fructat	-	1
10. gingaş	1	-
11. intens	2	2

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12. luminos	-	1
13. mare	7	3
14. minunat	2	1
15. parfumat	4	1
16. plăcut	-	1
17. plin	5	-
18. popular	-	1
19. puternic	2	1
20. rotund	-	1
21. superb	-	1
22. unic	1	1
Total	**32**	**21**

The most used adjectives were *mare (big)* – 10 appearances, 18.80% and *plin (full)* – 5 appearances, i.e. 9.43%. The purpose is to show off the variety of the roses, their characteristics. Both adjectives appeal to the visual attraction of the customers as in floriculture, first is sight, secondly comes smell.

3.2. GrădinaMax. Tot ce e bun pentru tine!

GrădinaMax is a company that distributes seeds and seedling material of vegetables, flowers, fruit-trees and ornamental plants and trees. Their headquarters is also in Oradea and they have been on the online market for more than 10 years.

We found their website and only later we could notice that they also have a promotion catalogue. As expected, there are large differences in the number of words used for their promotion (website and catalogue). An example in point is the presentation of *Osiria*, a tea hybrid variety. In the catalogue, the presentation is direct and very short (6 words):

"Soi deosebit, cu proprietăţi decorative excelente." (Catalog GradinaMax, p. 57)

Unlike the former, the latter has quite a long, sophisticated presentation, mentioning colours, hues, planting information, year of appearance and its popularity.

"*Trandafirul teahibrid Osiria - o adevărată operă de artă în momentul înfloririi. Acest soi de trandafir, îmbină armonios două culori diferite într-o singură floare, culori luminoase, catifelate, în nunaţe de roşu închis, în interior şi alb strălucitor, în exteriorul petalei. Opţiunile cu privire la locul de plantare al acestui trandafir sunt variate, datorită invulnerabilităţii la lipsa parţială a luminii şi intemperii: în grădină, curte, pe balcon sau terasă. Deşi soiul a fost introdus pe piaţă în anul 1978, este încă foarte popular*."

As regards the varieties of roses promoted in the catalogue, only three categories are present: *Teahibrizi*, *Floribunda* and *Urcători.* This shows that they have a large variety of products and they promote only the very best or the most appealing in their catalogue, thus leaving the customers to enjoy high quality products presented in the most attractive way online. The roses and their presentation is a very good example. For instance, the *Teahibrizi* roses sum up 40 varieties with a corpus of 2775 words, and the same amount of products (and words - 1277) are in the *Urcători* category. In the groups *Trandafiri englezeşti, Floribunda* and *Miniatur* there are about 20 varieties for each.

In our study we dealt only with four groups of roses present on the website: Teahibrizi, with a corpus of 2774 words of which 174 tokens of adjectives, Floribunda, with 1191 words of which 51 tokens of adjectives, Trandafiri englezești -745 words, 78 tokens of adjectives, and Urcători – 1277 words, 70 tokens of adjectives. (Table 2.)

The presentation includes adjectives of the most diverse types, starting from *gingaş* and ending with *puternic*. There are no less than 70 different adjectives used especially for the characterization of roses. We grouped them according to:

- ***appearance:*** *abundent, atractiv, atrăgător, delicat, frumos, luxuriant*
- ***scent:*** *aromat, dulce, dulceag, fructat*
- ***composition:*** *cupat, concentric, bogat, dens, perlat, catifelat*

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- ***character:*** *elegant, fermecător, generos, impresionant, puternic, rafinat, rezistent, robust, viguros*
- ***intensity of brightness:*** *intens, închis, însorit, lucios, luminous, strălucitor, pal*
- ***singleness:*** *deosebit, fantastic, incredibil, inedit, magnific, minunat, mirobolant, neobişnuit, uluitor, rar.*

In table 2 we presented only a part of the adjectives and their number of appearances.

Table 2

Selection of adjectives used in the promotion of roses on GradinaMax website

Group	**adjectives**	Number of adjective appearances				**TOTAL**
		Tea hibrizi	Flori bunda	Tr and. Englezeşti	Urcători	
Appearance	abundent	3	1	4	3	11
	atrăgător	-	1	1	-	2
	delicat		4	6	2	12
	frumos	4	-	4	2	10
	mare	24	-	9	7	**40**
Scent	aromat	-	1	-	1	2
	dulce	-	-	-	3	3
	fructat	-	-	2	-	2
Composition	bogat	10	2	2	3	17
	dens	3	-	2	-	5
	perlat	-	1	-	2	3
	catifelat	6	-	-	1	7
Character	elegant	8	4	3	2	17
	fermecator		2	-	1	3
	generos	3	-	-	-	3
	puternic	12	4	5	4	**25**
	rafinat	3	1	-	1	5
	viguros	5	2	2	1	10
Brightness	intens	5	7	4	4	**20**
	închis	11	-	-	5	16
	lucio	10	-	-	2	12

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	s					
	lumi nos	5	2	-	2	9
	strălu citor	2	-	-	-	2
	pal	3	-	1	1	5
single ness	deose bit	7	8	4	4	**21**
	magn ific	-	-	-	2	2
	minu nat	-	-	1	1	2
	miro bolant	-	-	-	3	3
	super b	11	-	-	9	**20**
	rar	3	-	-	4	7

The most frequently used adjectives are:

1) *mare*, with 40 appearances in the texts, thus having 10.72% of all the tokens of adjectives used;
2) *puternic* – 25 entries, i.e. 6.7%;
3) *deosebit* – 21 appearances, i.e. 5.63%
4) *superb and intens* with 20 appearances each and having a share of 5.36%.

The uniqueness of the rose is very important when promoting products that have as only purpose to bring happiness and please the senses of the customers. That is why the tokens that belong to the "singleness" group count 61 of the total of 373, thus being 16.35%, in comparison to the average use of adjectives in the promotional texts, which is 6.62%.

3.3. Grădina Bijoux website

When we started our research, we found out that the only official partner of David Austin roses is this rather small website, called Grădina Bijoux. They are specialized in selling roses, clematises and perennial plants of the species Helleborus, Persicaria and other few varieties. Their main interest is in the roses that are shipped directly from the UK.

They come with only 46 types, grouped in two: *Tufe* and *Cățărători,* but presented in a highly professional manner. Very important information is offered: perfume, frost and disease resistance, type of flowering, height and exposure to the sun. The corpus of adjectives used to describe the product stands out due to the outstanding extent of their range and appearance. There are mentioned the colour, the shape of the rose, type of growth, their reaction to the weather, scent and the way the perfume and appearance (e.g. colour) changes from blossoming to withering. Also, it is the only website that offers information on plant pairing.

> *Trandafirul Graham Thomas are flori de mărime medie, rotunjite şi adânci, de culoare galbenă, dar nu o nuanţă obişnuită, ci un galben pur şi somptuos, greu de obţinut chiar şi printre trandafirii moderni.*
>
> *Arbustul creşte vertical şi bogat ramificat, fiind foarte robust, cu frunze lucioase, verde pal, rezistente la boli.*
>
> *Graham Thomas este un trandafir excelent pentru grădină, atât în ceea ce priveşte frumusetea cât şi productivitatea, fiind renumit pentru bogăţia impresionantă a florilor! Parfumul este condimentat şi proaspăt, în stilul trandafirilor Tea, cu note subtile de violetă.*

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Ca excepţie faţă de alte soiuri de căţărători, Graham Thomas se poate planta şi în ghivece mari din ceramică, dar şi în locuri din gradină cu semi-umbră, având grijă să primească minim 5 ore de soare direct pe zi, hidratare şi fertilizare corespunzătoare.

Combinaţi-l cu nuanţe de alb pur (Iceberg), orange şi caisă (Bathsheba, Crown Princess Margareta, Wollerton Old Hall, Lady of Shalott), cu trandafiri roşii şi roz aprins (Gertrude Jekyll, Royal Jubilee), şi clematite mov, albastre, indigo etc.

Dimensiune aprox 2,50-3,50 m

The corpus of adjectives used to characterize the roses comprises 52 words, with 367 tokens, which is within the average percentage of occurrence of adjectives. *Trandafirii cățărători* have 119 tokens of adjectives (out of 1829 words), i.e. 6.5% and *Tufe* has 248 tokens of adjectives out of 3451, i.e. 6.62%. In Table 3 we selected only the most frequently used adjectives, presenting only those that have more than appearances. We did not include some adjectives that are quite common in promotion just because they were not very present on this website in comparison to others. Some examples are *deosebit, robust, pal, închis, exceptional,* each with 7 tokens and *fructat* with 9 tokens.

Table 3.

Selection of adjectives used in the promotion of roses on Grădina Bijoux website

Adjective	Cățărători	Tufe	Total tokens
1. abundent	4	6	10
2. bogat	8	14	22
3. continuu	6	13	19
4. delicat	6	5	11
5. elegant	5	11	16
6. frumos	10	23	33
7. intens	2	16	18
8. mare	16	17	33
9. parfumat	4	7	11
10. puternic	9	14	23
11. rezistent	3	16	19
12. rotund	4	7	11
13. sănătos	-	11	11
14. viguros	5	6	11

Thus, we can conclude that even if we have a limited number of roses (approximately 40), the presentations are long, impressive, with high abundance of adjectives. According to frequency, the top 6 are:

1. *frumos* and *mare* (33 tokens each, i.e. 9% each)
2. *puternic* (23 tokens, 6.27%)
3. *bogat* (22 tokens, 6%)
4. *rezistent* and *continuu* (19 tokens each, i.e. 5.18% each)

It is clear that the promoters want to highlight the characteristics of David Austin's roses, that stand out through their strength, resilience, size and flowering.

Conclusions

The amount of adjectives used to describe the beauty, vigorousness and character of roses in the selected websites and catalogues is significant, this being reflected in their high number (70 adjectives).

The percentage of adjective use is approximately the same in all corpus texts, i.e. 6.62%. Gradina max website has the largest number of adjectives used, i.e. 70, Gradina Bijoux website is in the middle, with 52 and Sweet garden has only 23. The difference comes from the number of words used for the description of the rose variety.

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We can conclude that adjectives are an important part of the promotion texts as they help enhance the appealing factor of the products advertised.

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