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## WORDS FOR CHOOSING FOOD IN ALMA – MULTIMEDIA ATLAS OF BIO/CULTURAL FOOD

**Abstract** This paper presents an innovative lexicographic approach embedded within an online resource currently under development: *ALMA: Linguistic Multimedia Atlas of Bio/Cultural Food Diversity*. *ALMA* serves a dual purpose: firstly, to showcase linguistic diversity through culinary practices, and secondly to scrutinise food marketing strategies through the analysis of language and paralinguistics on food packaging. The resource has two main components: *Words for Food* (WF) and *Words for Choosing Food* (WCF) lexicographic articles. The WF articles delve into the lexicon of common language and technicalities of food practices, recognizing the dynamic interaction between common and specialised knowledge of food production. On the other hand, the WCF articles employ a segmentation methodology to scrutinize food packaging, identifying functional and linguistic constituents.

By summarizing individual labels and pinpointing issues regarding lack of transparency, the WCF articles facilitate consumer understanding and stimulate debates on labelling standards. This innovative lexicographic approach aims to empower consumers with linguistic and encyclopaedic knowledge while providing insights for legislators and manufacturers to enhance food labelling practice.

**Keywords** specialised language; food language; online lexicographic resources; food labels corpora; legal terminology; consumer protection texts

### 1. Introduction

This study presents the lexicographic articles of *ALMA: Linguistic Multimedia Atlas of Bio/Cultural Food Diversity* (Caruso & di Pace, 2024). The name *ALMA* has multiple meanings and evokes many components of the resource, as it stands for ‘nutrient’ in Latin, ‘soul’ in Old Italian, and ‘apple’ in Hungarian.

Currently in development, this online tool serves a dual documentary purpose. Primarily, it seeks to spread language knowledge through culinary practices by showcasing the local cultural heritage of renowned areas, celebrated for their traditions. At the same time, it explores various facets of food marketing, examining the language and paralinguistics used on packaging.

The linguistic choices crafted for sales purposes are explained in dedicated terminology articles which analyse all the components of the product label:

- the different product names, i.e., *legal*, *customary* or *descriptive* (EU Regulation, n. 1169/2011)<sup>1</sup>;

<sup>1</sup> The regulation is retained also in the UK under the EU (Withdrawal) Act 2018.

- all mandatory and non-mandatory textual elements, e.g., list of ingredients, storage conditions and/or conditions of use;
- graphic components, e.g., logos and pictograms.

This part of the resource aims to analyse the *Words for Choosing Food* (WCF), complementing the description of *Words for Food* (WF). The latter pertains not only to the lexicon of common language but also to the technicalities of food practices, acknowledging the fluid contexts of food production.

Following a concise presentation of the resource, the paper introduces the innovative aspects of the WCF section (Figure 1), which is based on a corpus of food labels created with the segmentation methodology used by Wiegand for dictionaries (Wiegand, 1984; Wiegand & Smit, 2013, § 3). According to this procedure, food packaging is segmented into macro-components, such as pack faces or different labels on the packaging. Within these components, various functional constituents and their specific *items* are identified, revealing several elements of interest in the terminology employed by the producers.

The two components of the resource aim to provide users with a variety of information on food, enhancing their linguistic and encyclopaedic knowledge, as well as their understanding of food labels. Similar to other consumer protection texts (e.g., pharmaceutical leaflets, see di Pace, 2019), food labels require specific skills to interpret. In this context, the WCF lexicographic entries summarize the contents of individual labels, highlighting elements of lack of transparency that may obscure product features.

This approach should also stimulate reflection on labelling standards and practices, providing insights for both legislators and manufacturers. Currently, mobile applications, such as Yuka (Yuka App), are available to provide guidance on the healthiness of packaged foods and assist consumers in making purchase decisions based on health-related motivations. However, consumers also choose food products based on other parameters, such as taste, ethics, or environmental friendliness and manufacturers use various types of information to influence consumers' choices, some of which may be hidden.

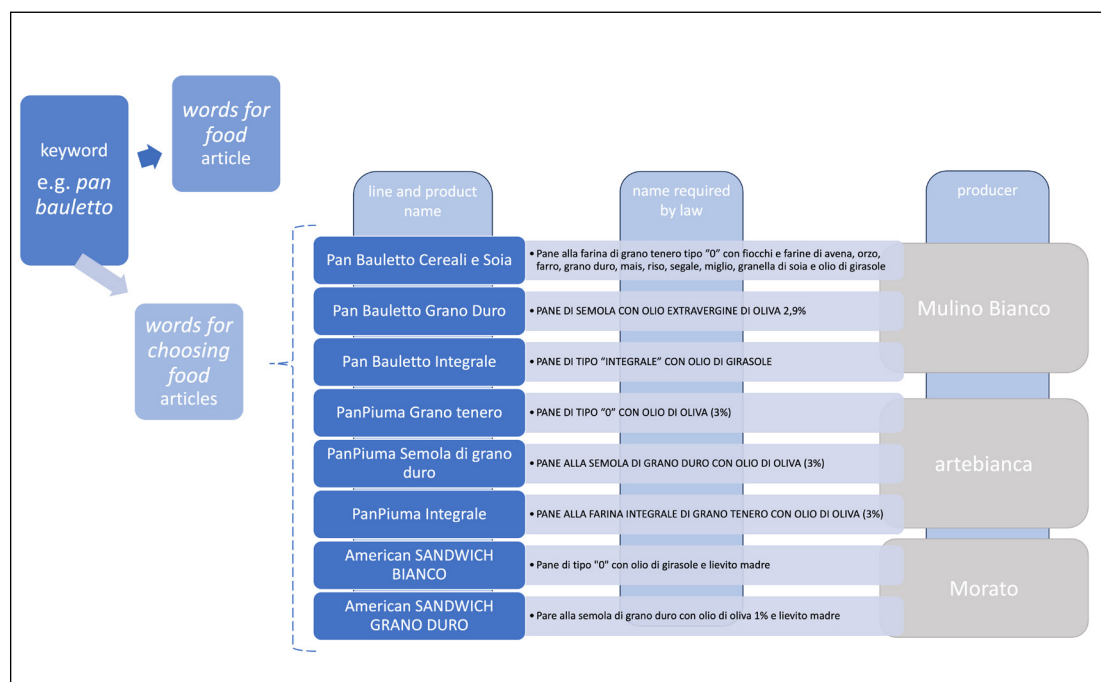
For all the purposes described above, a lexicographic approach appears effective in providing information quickly and efficiently through dictionary articles for any interested user. Furthermore, the use of general language dictionaries is recommended in the food labelling process, as they serve as a strategic reference by offering a reliable repository of encyclopaedic information shared by a language community.

## 2. ALMA Components

Recent research has mostly focused on analysing the language of food from an interactional perspective, with studies such as Rüdiger & Mühleisen (2020) and Tovares & Gordon (2020) demonstrating how social status is negotiated through food.

In contrast, studies conducted in previous years by Silvestri (see *inter alia* Silvestri, 1999; 2002) have outlined a comprehensive method of analysis to explore the language of food from micro- to macro-linguistic levels. These studies represent the foundation upon which *ALMA* is currently developing, by also implementing the descriptions proposed by Silvestri with multimedia content to illustrate various aspects of food-related multimodality lexicalised by the WF, such as food shapes, colours, processing procedures and rituals connected to the food sphere.

The descriptive potential of *ALMA* and the richness of the data it provides for further research emerges by illustrating the lexicographic articles of the resource. Lemmas like “pan bauletto” (Figure 1), for instance, allow the user to access one article of the *Words for Food* section, which describes linguistic properties of words and technical terms. At the same time the user is referred to various articles of the *Words for Choosing Food* section, which are attached to the same type of aliment, e.g., the Italian *panbauletto* in Figure 1, despite the wide variety of selling names used by the manufacturers. More details about the lemmatisation in use for the WCF articles will be provided in dedicated paragraphs (§ 3.2).



**Fig. 1:** General structure of *ALMA*. Food terms are described by two types of lexicographic articles: one, called *Words for Food*, provides lexical descriptions, and the other, called *Words for Choosing Food*, focuses on food labels. Both can be queried based on the type of product, regardless of their commercial names or the names required by law used for food products on the labels.

## 2.1 Words for Choosing Food

In the *ALMA* section dedicated to the *Words for Choosing Food*, linguistic and paralinguistic aspects emerging from the analysis of packaged food labels are collected. Within the EU, food products must comply with all obligations imposed by a specific legislation which defines ‘prepacked food’ as:

any single item for presentation as such to the final consumer and to mass caterers, consisting of a food and the packaging into which it was put before being offered for sale, whether such packaging encloses the food completely or only partially, but in any event in such a way that the contents cannot be altered without opening or changing the packaging (EU 1169/2011, art. 2, 2i).

It should be noted that the literature on labels has developed extensively in recent years, both in dedicated monographs (for example, see Albert, 2014; Berryman, 2015; Smith et al., 2022) and in scientific articles published in numerous journals such as the *Journal of Consumer Policy*, the *Journal of Consumer Protection and Food Safety*, *Appetite*, and *Food Quality and Preference*. The literature primarily focuses on issues of health protection or market constraints, covering fields of study that are social or, more specifically, micro-economic. However, studies dedicated to the linguistic analysis of labels seem to be lacking, despite the fact that labels are multimodal macro-texts consisting of names, texts, symbols, images, and more.

This deficiency is particularly notable considering that even the simple naming of foods is subject to debates and conflicts, driven by the need to protect traditional products of high quality and prestige. For instance, consider the legal process for registering *Pizza Napoletana* as a Traditional Speciality Guaranteed (TSG) with name reservation (EU Regulation 2022/2313). However, the issue of how to name foods remains one of the most confusing aspects within the legislative framework.

Therefore, the objective of the *ALMA* project is to thoroughly analyse the various components of labelling to highlight a) the different product denominations and their types; b) the use of marketing strategies to influence purchasing decisions; c) the lack of transparency inherent in the information provided to the consumers.

## 2.2 Words for Food

The features of *ALMA* are illustrated here by means of concrete examples, beginning with a case study: the lexicographic description of a popular Italian prepackaged bread, *Pan Bauletto Bianco*, produced by a major manufacturer in the country. The commercial name *Pan Bauletto* also gave rise to a neologism, *panbauletto*, since the product became very popular as the basis for many recipes, although it has not yet been lemmatized in dictionaries. The *Pan Bauletto Words for Food* article (Figure 2) allows for a better understanding of the product's characteristics and provides a quick overview of the *ALMA* articles on common and technical terms used in the food sector. This bread, which resembles the traditional English loaf, takes its name from the curved shape of the top of the slices, which makes it resemble a portmanteau, or *baule* in Italian.

The WF articles collect the data necessary to understand the named objects and also complement the information provided in the WCF articles on food labelling. This information is particularly relevant for clarifying the nature of products containing ingredients used in industry but not common in homemade preparations, such as *malt flour*, *gluten*, or *inverted sugar*, to name a few. Many of these ingredients, as well

as food additives, are rarely known to consumers, and *ALMA* aims to offer prompt support regarding them to its users.

<b>Pan Bauletto</b> <span style="float: right;">→ words for choosing food</span>	
Lemma	variants: <i>panbauletto</i> (graphic variant due to univerbation), <i>pane bauletto</i> (lexical variant, without loss of the final vowel -e)
Type	Products; Bread. Ordinary language
Morphology	<i>Pan Bauletto</i> , compound word <i>Pan</i> (shortening of <i>pane</i> n. m. 'bread') <i>Bauletto</i> (n. m., derived word on the base <i>baule</i> 'case' + evaluative suffix -etto, with the meaning 'little case')
Semantics	Metaphor: the shape of the loaf from the mould in which bread is baked A very soft type of loaf, made with olive oil, with an elongated, rounded shape resembling that of a trunk. It is widely used for stuffed sandwiches, savoury snacks and as a basic ingredient in many recipes.
Meaning	<i>Io, come te, faccio il pane a lievitazione naturale, a volte tipo pan bauletto</i> <i>Ho fatto anche un pan bauletto più dolce</i> <i>dividere a metà la salsiccia, schiacciare per bene sulla fetta di pan bauletto</i> <i>Sopra il panbauletto mettete la crema di ricotta</i> <i>Mi piace molto questo pane bauletto di farro integrale biologico</i> <i>Il pane bauletto è un ottimo sostituto del pane fresco</i>
Hypernym	<i>pane in cassetta</i> , multi-word, 'bread baked in a box', 'sandwich bread', 'pullman bread'
Co-hyponym	<i>Pancarré</i> , compound n. m. : <i>pan(e)</i> + <i>carré</i> adj. 'squared' (false French loanword)
Source	Written sources: corpora; website of bread company; advertising images; bread packs
Previous and following levels	-1 dough; 2 bruschetta
Etymology	From a Product Name, originally registered by ESKA Snc Di Scucchiario Lino & Co (19/10/2007 UIBM), now produced by Mulino Bianco (trademark)
Ethno-socio-psycholinguistic implications	"Attenzione, il pancarré è superato; adesso si tosta una cosa chiamata Pan Bauletto"
Notes	



Fig. 2: *Pan Bauletto* Word for Food article in *ALMA* translated into English from the original Italian article

To effectively capture the characteristics of food products, an ontological model developed specifically for these types of concepts by Silvestri in various studies is used (see *inter alia* Silvestri, 1999; 2002). Foods are considered as “products” within a supply chain defined by different “procedures” representing the work required to produce and consume them. This methodology traces production chains through different “processing stages,” from the production of ingredients to food consumption practices, including events such as meals; a sketch of this ontology is provided in Caruso & di Pace (2024).

Four main types of information are provided in the lexicographic entries of the *Words for Food* articles: i) formal aspects of the lemma (its variants, morphological description); ii) its semantics; iii) relevant phraseology; and iv) ethno-socio-anthropological implications.

The semantic description offered in the articles refers to the ontological organisation of *ALMA*'s data. It briefly presents the different ‘levels of processing’ (indicated as ‘previous and following levels’ in the form), the paradigmatic dimension (synonyms/antonyms, holonyms/meronyms), and the type of word, i.e., whether it lexicalizes a product or a process and whether the lexicalization is a metaphor, metonymy, or synecdoche. These specifications enable users to search the database to obtain lists of lemmas corresponding to the mentioned typologies.

### 3. A Lexicographic Method for Label Analysis

The three objectives outlined above – collecting different types of product names, understanding marketing strategies that influence consumer motivation in food purchases, and addressing the lack of transparency in the information provided to consumers – are achieved through a systematic study of food labels. This study is conducted using a lexicographic approach, which serves as the basis for creating WCF articles. These synthesise the characteristics of food labels on the basis of both the “mandatory” information required by law and the “voluntary” information provided by the manufacturer.

The method of analysis and description used is based on the structuralist decomposition method used for dictionaries by H. E. Wiegand (Wiegand, 1984; Wiegand & Smit, 2013). The first step in this procedure is to identify the macro-components to be analysed, in our case the “faces” of the packaging, which are then broken down into individual items, i.e., units with a specific function that can also be further segmented. Figure 3 illustrates this method with the segmentation of a *Pan Bauletto* pack sold in Italy, the back of which has been broken down into 16 *items*<sup>2</sup>, some of which have been further subdivided into their constituent elements.

The *item* numbered as 3, for example, includes the product name required by law (indicated as 3a, see § 3.2) and the list of ingredients (3b), whose progressive number is registered and used as a reference to illustrate the characteristics of the packaging (see Table 1).

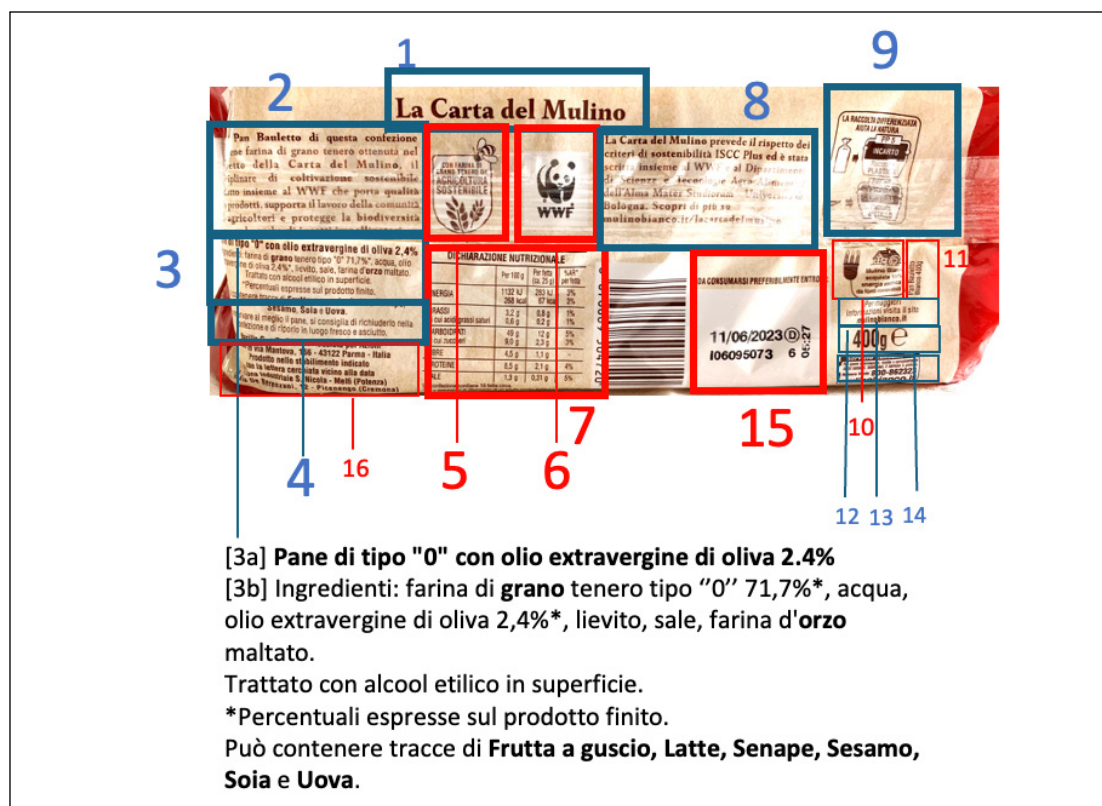


Fig. 3: Example of decomposition of a food label

<sup>2</sup> The terminology used here follows that introduced by Wiegand in his *General Theory of Lexicography* (see *inter alia* Wiegand, 1984; Wiegand & Smit, 2013).

**Table 1:** Segmented packaging *items* with the corresponding “purchase motivation” and aspects of lack of transparency (or “issues” in the form)

n°	element	Type	purchase motivation	side	issues	specification	notes
8	La Carta del Mulino prevede il rispetto prevede il rispetto dei criteri di sostenibilità ISCC Plus...	Text	natural content	back	obscurity		acronym “ISCC Plus”
3b; 18	Farina di grano tenero tipo “0”	ingredients	natural content	back	obscurity	bold type	do not explain that bold types highlight an allergen
3b; 27	Frutta a guscio	ingredients		back	obscurity	capital letter	anomalous use of capital letters
5	pictogram	logo with text	natural content	front	replication		
5	pictogram	logo with text	ethical content	front	replication		
2	Mulino Bianco	company name	ethical content	side2	replication	bee icon	
2	Ogni Pan Bauletto di questa confezione...	text		back	repetition	textual	2, 8
2	Ogni Pan Bauletto di questa confezione...	text	ethical content	back	repetition	inter-semiotic	2, 6, 8
3b; 21	lievito	ingredients		back	vagueness		which yeast type?

The *item* collection provides a basis for outlining the label features according to the dimensions listed above (points: § 2.1, a, b, c). These features are supplemented in a lexicographic article of the type exemplified in Figure 4.

The article offers linguistic data as the first piece of information, lemmatising the primary name of the product, which is generally a product name (or commercial name, Vaxelaire, 2014) used for marketing purposes displayed on the principal field of vision (or ‘front of pack’). A morphological segmentation follows, analysing the components of the name used in the industry (Forte & Della Penna, 2017, § 3.2). In the case of *Pan Bauletto Bianco*, the line name is *Pan Bauletto*, as many other types of this bread are produced, and the product is called simply *Bianco* (‘white’), which is a collocate standing for ‘wheat flour’. For a strictly morphological analysis based on linguistic principles, the user is referred to the general WF article on *Pan Bauletto*.

Name on the Front of the Pack/Primary Name FOP	<b>Pan Bauletto Bianco</b> Line and Product name
Morphology	<i>Pan Bauletto Bianco</i> , multi-word <i>pan bauletto</i> → words for food, n. m. (compound), line name <i>bianco</i> , adj., product name
Semantics	<i>Pan Bauletto</i> ; <i>bauletto</i> = metaphor (from the shape) <i>Bianco</i> = with wheat flour <b>Pane di tipo «0» con olio extravergine di oliva 2.4%</b> , multi-word (legal name+specification) <i>Pane di tipo «0»</i> , legal name <i>con olio extravergine di oliva 2.4%</i> , specification of the additional ingredient
Secondary Name BOP	
Pack Items 48	Ingredients 16, Logo with text 4, Slogan 3, Line and product name 3, Text 3, Image 3, Company name 3, Pictogram with text 2, Product description 1, Manufacturer 1, Date 1, Title of text 1, References for the consumer 1, Name required by law 1, Nutrition table 1, Weight 1, Logo 1, Product identification 1, Storage conditions 1
Purchase motivation average per item 1,35	48 items, which mostly offer information related to health protection, the naturalness of the product and respect for ethical choices (through reference to specific agricultural disciplinary rules, drawn up in collaboration with public institutions and non-governmental organisations).  none 34% health 19% ethical 18% natural content 18% sensory appeal 9% weight control 1%
Item Issues average per item 1,18	The label is characterised by redundancy (44% of the items, replication + repetition) and contains elements that may be difficult to understand (25%, obscurity + vagueness)  none 43% replication 32% obscurity 23% repetition 12% vagueness 2%
Manufacturer	M*** B***



Fig. 4: An article from *the Word for Choosing Food* in ALMA: Pan Bauletto Bianco. The article has been translated into English from the original Italian.

Information on semantics provides a more comprehensive explanation of the product name and affords the lexicographer the opportunity to analyse marketing strategies in product naming. This aspect is not as thoroughly explored in the case of *Pan Bauletto Bianco*, as its naming relies on a simple metaphor, namely the word *bauletto* which is derived from the curved upper side of the bread. However, readers of this paper are well aware of many product names that stand out for the savvy associations they evoke. *Q-tips*, a famous product name for cotton swabs, is considered to have gained commercial success after its naming, with the “Q” standing for ‘quality’ and perhaps subliminally evoking the shape of ears.

The secondary name, typically printed before the ingredients list, is the name required by law, as it will be explained in a moment (§ 3.2). The other sections of this article point towards describing the richness of the packaging contents, providing a count of the *items* as indicated by the “Pack items” search zone<sup>3</sup> (48 on the label of *Pan Bauletto Bianco*, see Figure 4). They also highlight the producers’ efforts to pursue special marketing strategies by indicating “Purchase motivation[s]” (see the corresponding search zone in the article), which can be fostered by specific label features, and the issues (“Item issues” search zone) that users can experience when interacting with the label. These issues may hinder consumers’ ability to make informed purchase choices, especially with regard to elements of obscurity, vagueness, and ambiguity.

<sup>3</sup> Search zones in dictionary articles are aggregated data blocks facilitating the look up process, see Gouws (2014).



### 3.1 Motivation in the Choice of Foodstuff

The different purposes for which producers decide to present certain contents on labels align with the motivations behind dietary choices of consumer segments (“Purchase motivation” search zone). These motivations are discussed extensively in the literature (starting with Steptoe, Pollard, & Wardle, 1995), which highlights how consumers may be guided by considerations related to: a) health (seeking proper nutrition or foods considered healthier than others); b) *natural content* (preference for foods free of pesticides, preservatives, etc.); c) sensory appeal (choice of food not only on the basis of taste but also on the basis of smell and appearance); d) weight control (choice on the basis of calories information, etc.); e) familiarity (tendency to prefer what is perceived as familiar rather than new); f) ethic concern (environmental concerns, e.g., choice of not eating meat, but also preference for food packaged in recyclable materials); g) convenience; h) price; i) mood (as systematised by Cavazza & Guidetti, 2020, pp. 15–16).

In analysing the *Words For Choosing Food*, each *item* on the label is linked to a specific purchase motivation. Hence, the term “Words For Choosing Food” is employed, as all elements on food labels aim to guide consumer product choices.

### 3.2 Legal Names, Commercial Names and Lemmatisation Issues

The initial challenge in compiling concise descriptions of food labels in the form of lexicographic entries, as exemplified in Figure 4, arises from lemmatisation.

As illustrated in Figure 1, the product names of industrial food items are primarily determined by manufacturer-established principles (Forte & Della Penna, 2017). A specific name identifies the product line (e.g., *Pan Bauletto*), followed by specifications that can be used to distinguish different types of the same line: e.g., *Pan Bauletto Integrale*, *Pan Bauletto di Grano Duro*, *Pan Bauletto Cereali e Soia*.

However, in addition to these commercial names, there must be a name with legal value, which is the only one required to trade a food product in the European Community and the United Kingdom. There are, however, a number of critical aspects to be considered in relation to this legal designation.

First of all, there are three types of names by which a food can be designated. Their differences are due to: the existence of specific laws for certain types of products, the availability of common names in linguistic usage and, in the absence of the former, the need to designate foods clearly enough to enable consumers to “understand their nature” (EU 1169/2011, Art. 1, 2, p). The choice of one type of name over another is thus limited: only in the absence of the first type, or *legal name*, can one resort to the second, *customary name*, and thus to the third, *descriptive name*. The contradictory nature of the terminology introduced by the legislator must be emphasised, as all the proposed names hold legal value, yet the adjective *legal* is used to refer to only one of them (*the legal name*). In the absence of an appropriate hypernym to denote all three

types of names, we have opted for *name required by law* as the more general term in the context of this research.

### 3.3 Current Strategies in Pre-Packaged Food Naming

A preliminary analysis of a number of Italian products (Caruso & di Pace, in press) has made it possible to outline the practices used in the naming of foodstuffs in the country. Firstly, there is a multiplicity of names on the same packaging (sometimes up to five), secondly, there is a great variation in the *names required by law* of products from the same line and, finally, there are cases of poor fidelity to *realia* due to the misuse of common names.

This phenomenon is observed in the case of the ‘plum cakes’ of a well-known Italian company. This name is currently used in Italy for a very popular snack. In everyday usage, the term *plum cake* refers to a fluffy sponge treat made with yogurt rather than the traditional British ‘plum cake’. However, the *plum cakes* in this line are called *brioche* by the manufacturer in their *descriptive name* (or the *name required by law* in Table 2):

**Table 2:** Examples of the different designations used as *names required by law* of products from the same line, by the same manufacturer, compared to the *commercial name* and the additional designations used on the same pack

Commercial Name	Name Required by Law	Additional name
PlumCake Classico	Brioche preparata con yogurt	Merende
PlumCake con Granella di Mandorle e Ricotta	Brioche con mandorle e ricotta, senza zuccheri aggiunti, con edulcoranti con aggiunta di calcio	
PlumCake Integrale	Brioche preparata con farina integrale di frumento e yogurt	Merende

However, it is well known that brioche belong to the family of ‘enriched doughs’, as they are described in gastronomic glossaries or:

[a] dough made with butter, sugar, eggs or oil. Enriched doughs are softer and richer than those made solely with flour, water, salt and yeast. Examples include brioche and hot cross buns. (Baking Glossary)

Other questionable practices concern the use of modifiers within the descriptive name. Sometimes evaluative adjectives are used that one would not expect to find in a *name required by law*. For example, another Italian manufacturer’s ‘plum cake’ is a “Prodotto dolciario da forno. Merende di soffice Pasta Margherita preparata con Yogurt Magro” (En. ‘Bakery confectionery. Snacks made of soft sponge cake dough prepared with low-fat yoghurt’). Note in this detailed description the specification of the ‘fluffiness’ of the sponge cake and the different ways of referring to the snack cake, both as a “baked confectionery product” and the classifier “snacks made of.”

Likewise, the descriptive names coined by manufacturers are very complex text strings, sometimes small captions, which need to be properly described and segmented.

The anomalies of the names already illustrated, such as a yoghurt snack being described as an ‘enriched dough’, will be clarified for the end user of *ALMA* thanks to its mediostructure, which will allow hyperlinks between WCF and WF articles. The latter in fact contain the encyclopaedic information necessary for the user to fully understand any descriptive inaccuracy.

### 3.3.1 Redundancy

For a proper assessment of packaging features, the proliferation of synonyms referring to the same product is recorded as a case of “redundancy.” Other elements contributing to this effect are “repetitions” and “duplicates”, which can also occur in an intersemiotic dimension (see Jakobson, 1959) when logos, images, or pictograms are used that refer to the same contents presented in discursive form within texts.

On the packaging synthesised by the entry in Figure 1, two texts (item 2 and item 8 in Figure 3) appear emphasising how the company adheres to a discipline that promotes sustainable agriculture and ethical principles:

Each Pan Bauletto in this pack contains wheat flour obtained in accordance with the [Manufacturer’s name] Charter, the sustainable cultivation specification drawn up together with the WWF, which brings quality to the products, supports the work of the farming community, and protects biodiversity by also encouraging pollinating insects. (text of *item 2* on the *Pan Bauletto* pack in Fig. 3)

Logos 5 and 6 communicate the same principles, and the image of the wheat ear on the front of the pack (reproduced in Figure 4) reaffirms the same ethical content. Furthermore, logo 5 is replicated on three different faces of the pack.

These aspects of redundancy represent one of the descriptive parameters used in the WCF entry, listed alongside aspects of lack of transparency among the “Item issues.” A mean is provided for these elements: in the case of *Pan Bauletto Bianco*, an average of 1.18 “Item issues” and of 1.35 “Purchase motivation[s]” per *item* has been identified.

### 3.3.2 Lack of Transparency

The elements that lack transparency are also registered, illustrated and classified as cases of “vagueness”, “ambiguity” or “obscurity.” In this context, we define “transparency” as the ability of a text to be accurately interpreted by its intended user. Vagueness occurs in all cases where the meaning of the term is not defined and circumscribed (Cruse, 1986, p. 81; Ježek, 2005, p. 70). For example, classificatory adjectives such as *high/low*; *young/old*; *beautiful/ugly* are generally considered to be vague because there are no explicit parameters or scales of reference to guide their use. Similar examples are common on food packaging, especially regarding storage instructions. For packaged bread, it is generally stated: “Store in a cold, dry place, away from sunlight”, but it is not clear how many degrees guarantee that a place is sufficiently “cold” or what conditions determine its dryness.

In contrast, a term is “ambiguous” when several meanings are legitimate (see also Cruse, 1986, pp. 49–68). For example, to the Italian noun phrase *zucchero cristallino*<sup>4</sup> two different values are ascribed in general language dictionaries. For De Mauro, the multi-word has the technical-scientific meaning of “solid matter that appears in the form of a crystal or an aggregate of crystals: *crystalline sugar, crystalline ice*.” The Treccani, on the other hand, claims a ‘commercial’ use to designate the product of the “first crystallisation [of sugar], purified and dried, which is produced for industrial use”, and which is distinct from “refined or granulated sugar.”

Obscurity, on the other hand, concerns expressions that cannot be interpreted, either because of information gaps in the text itself or because of insufficient knowledge on the part of the interpreter/consumer. In this regard, for *ALMA*, we opted to utilize general language dictionaries as a reference point to evaluate the accessibility of information for consumers. In instances involving terminological neologisms, corpora were consulted for verification. For example, the term *panbauletto* discussed earlier is currently in use with the meaning described in the WF article of Figure 4, as evidenced by corpus attestations (cfr. Caruso & di Pace, 2024).

#### 4. Concluding Remarks

This paper has outlined the features of a new type of lexicographic article intended to provide a concise yet explanatory description of food labels.

The proposal aims to address consumers’ information needs in alignment with the purposes indicated by the most recent legislation in effect in the EU.

It is expected that the analysis, based on lexicographic principles, will enhance consumers’ understanding of food labelling and assist legislators in refining regulations. Consumers are presented with concise descriptions – such as those in Table 1 – of label components aligning with different purchase motivations and others that lack transparency. Furthermore, they are presented with specific linguistic analysis and encyclopaedic information to acquire better knowledge on food topics and make better informed purchase choices.

Lastly, legislative terminology and the analysis of food designations appearing on labels can be the subject of more specialised analysis in dedicated publications (Caruso & di Pace, in press).

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<sup>4</sup> The noun phrase appears in a descriptive name such as “Croissant con zucchero cristallino in superficie”, En. ‘croissant with crystalline sugar on the surface’.

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