Kostenko V. G.

(Poltava)

HAS *HOLLYWOOD SMILE* COME TO BE USED AS A DENTAL TERM?

This article focuses on the conceptual presentation of expert and practical knowledge in a lexical entity "Hollywood smile" encoding not only social and cultural notions, but certain specialized knowledge nodes, which can be regarded as access points to more complex knowledge structures. Findings, based on the extracting information provided by specialized dictionaries and other reference literature as well as analysis of a corpus of specialized field-related texts suggest Hollywood smile has become an activated dental term in English dental discourse.

Key words: Hollywood smile, dental discourse, term, socio-cognitive terminology, concept.

Стаття присвячена висвітленню питання про те, чи словосполучення Голлівудська усмішка, яке включає соціальні і культурні нашарування, набуло статусу терміна в сучасному англомовному дискурсі стоматології, тобто, чи означає воно професійне поняття та чи призначене для задоволення потреб спілкування у певній галузі. Дослідження, здійснене в рамках соціокогнітивного підходу, дозволило виділити основні фрагменти спеціального знання, які визначають когнітивну сутність та відображають ключові характеристики цього явища, а також встановити взаємозв'язки між ними.

Ключові слова: Голлівудська усмішка, дискурс стоматології, термін, соціо-когнітивний напрямок у дослідженні термінології, концепт.

В статье обсуждается вопрос, является ли словосочетание Голливудская улыбка, включающее определенные социальные и культурные наслоения, термином в современном англоязычном дискурсе стоматологии, то есть, обозначает ли оно профессиональное понятие и

предназначено ли для эффективной коммуникации в определенной отрасли. Исследование, проведенное в рамках социокогнитивного похода, позволило выделить основные фрагменты специального знания, которые определяют когнитивную сущность и отражают ключевые характеристики этого явления, а также выявить взаимосвязь между ними.

Ключевые слова: Голливудская улыбка, дискурс стоматологи, термин, социо-когнитивное направление в исследовании терминологии.

As the public becomes more attuned to the aesthetic possibilities available for self-improvement through smile enhancement, dentistry is seeing a significant increase in patients wanting the so-called "Hollywood" smile. Throughout all the literature of the second half of the XX century and up to now radiant broad smiles associated with youth, health, happiness, and success, were described as Hollywood smiles: "I briefly curtsied for the judges, flashed my *Hollywood smile* at each of them, and strolled off the stage" [5, p. 196]. "Spinrad said, suddenly flashing a *Hollywood smile*. "You know the business, I see. ...Ellis said, giving him a *Hollywood smile* back" [4, p. 76]. "He smiled his *Hollywood smile*, looking her in the eye, knowing the true effect of his blue eyes – it always worked." [2, p. 146]. This smile, popularized by American cinema and television, has become recognized worldwide. Lay persons can define Hollywood smile in simple words, as it is a combination of the perfect form, position, proportion, size, alignment, and colour of the teeth.

A phrase "Hollywood smile" has being actively introduced into specialized language of dentistry: "*Hollywood Smile* is a smile makeover. It's a Supra Natural White, perfectly aligned attractive looking teeth. It takes in consideration the skin colour, the gum position, the front teeth colour and size, and of course the position of the upper teeth with the lower lip." [1, p. 128]. "*Hollywood smile* is typically associated with thin ceramic works of art that are made of beautiful porcelains which very effectively emulate natural enamel and

are bonded in place on front teeth …" [3, p. 13]. Accordingly we can presume it is encoding not only social and cultural notions, but certain specialized knowledge nodes, which can be regarded as access points to more complex knowledge structures. This paper is aimed to reveal whether the phrase "Hollywood smile" has come to be used as a term in dental discourse.

In order to establish the limit between term and word, it is important to know the characteristics of terms in a specialised language. There have been developed several competing theories of terminology, the most worthy of which are General Terminology theory (E. Wüster), Socioterminology (F. Gaudin), Communicative Terminology theory (M. T. Cabré), and Sociocognitive Terminology theory (R. Temmerman), whose differentiation is based on the standpoints of understanding how special language integrates into linguistic, communicative, and social contexts. Cognitive linguistics is considered as a promising approach as it is concerned with investigating the relationship between human language, the mind and socio-physical experience. According to Pamela Faber, what makes sociocognitive terminology different from other theories is its emphasis on conceptual organization, and its focus on category structure from the perspective of cognitive linguistics approaches [6, p.108]. Sociocognitive Terminology concentrates on the cognitive potential of terminology in field-specific language and on terminological variation as related to verbal, situational and cognitive contexts in discourse and in a wide range of communicative environments [11]. The longstanding insistence upon the prescriptivism of General Terminology theory impeded more and better understanding the dynamics of cognition and the creative potential of language within the life sciences that is at the basis of knowledge creation and extension, and sociocognitive approach seems to be more promising in this respect.

The border line between word and term is drawn by the use of the lexical unit in a specialised field of knowledge with a specialised meaning or not. That is why a certain level of specialised knowledge is needed to recognise a term.

We study the term from the point of view of concepts, with the concentration of the concepts of the target domain. The characteristics of a text as communicative purpose, subject may be also helpful to recognise the presence of terms. To delimit the meaning of a term, it is necessary to enunciate a definition to establish a relation between the term and the concept. Such definition allows comparing the term with others already existing and defined in order to recognise the differences.

Considering "Hollywood smile" as a concrete item that consolidates certain concepts or concept, i. e. "the fundamental unit of knowledge central to categorisation and conceptualisation" [5, p.31], or more detailed by D.S. Likhachov "as the generalized cognitive unit, which reflects and interprets the phenomena of reality, depending on education, personal experience, professional and social experience of a native speaker" [9, p. 5], it is essential to discover domains, coherent knowledge structure possessing any level of complexity or organisation, which constitute the concept.

Smile, commonly described as a person's ability to express a range of emotions, involves various parts of the face (mouth, cheeks, eyes, eyebrows). When we mention Hollywood smile, notwithstanding it is a genuine smile or false smile, we mean first and foremost how perfectly the mouth stretches and may show white, evenly sized teeth, neatly lined up teeth. In dentistry, smile is typically associated with the structure and movement of lower face including muscles, bones, joints, gingival tissues and occlusion [2]. A smile will be considered beautiful and perfect if there is a harmonious integration of the smile elements on the whole. Harmonizing a smile, which must be aesthetically appealing and functionally sound, requires a perfect integration of facial composition and dental composition. The facial composition includes the hard and soft tissues of the face. Dental professionals relying on their forerunners in medicine, dentistry, fine arts, have calculated the horizontal and vertical dimensions for an ideal face [4; 8], have determined basic shape of the ideal face

when viewed from the frontal aspect and the lateral profiles of individuals [2; 3; 4; 8]. These parameters are based on standard aesthetic principles that involve proper alignment, symmetry and proportion of face, and nowadays are usually achieved by multidisciplinary approach which could include orthodontics, orthognathic surgery, periodontal therapy, cosmetic dentistry and plastic surgery.

The vital elements of smile include tooth components and oral soft tissue components. In the USA, teeth are the building blocks of the smile, and the beauty of teeth and the place it occupies in the individual's life is becoming a new notion. Teeth are considered the second most alterable feature of the human body after the hair [1, p.112]. From the professional standpoint, the smile perfection is based on the following tooth components as dental midline, incisal lengths, tooth dimensions, zenith points, axial inclinations, interdental contact area and interdental contact point, incisal embrasure. These components are verbal designations of general concepts in dentistry, or, by another words, they are special words, or terms. For example, dental midline is a term indentifying a concept, which can be defined as a central line refers to the vertical contact interface between two maxillary centrals, and it should be perpendicular to the incisal plane and parallel to the midline of the face [2, p. 13].

Minor differences in the length, shape and contour of the teeth are attributed to sex- and age-related characteristics. Making perfect smiles, dentists shape the teeth to suit a patient's sex: masculine teeth are made squarer while rounded teeth are supposed to be more feminine. Aged and youthful teeth have their own typical characteristics as sizes of incisal edge, defined incisal embrasure, degree of tooth display, when the mouth is relaxed and slightly open. And Hollywood smile is associated in our society with youth, health and vitality. One of the key signs of youthful teeth is their texture, colour and chroma, i.e. the saturation, intensity or strength of colour [2]. "US teeth are sometimes whiter than it is physically possible to get in nature – there is a new

reality out there" says Professor Jimmy Steele, of the School of Dental Science at Newcastle University [13, p.68]. Moreover, dentists have created a special shade of "whiter than white" which even in the profession is known as "*Hollywood white.*"

Soft tissue components, which are vital for a Hollywood smile, involve gingival health, gingival levels and harmony, and smile line. For instance, in perfect smiles, the gingival margin and the lip line should be congruent or there can be a 1–2 mm display of the gingival tissue. Showing 3–4 mm or more of the gingiva (so called *gummy smile*) often requires cosmetic periodontal recontouring to achieve a perfect result [2; 3]. All above-mentioned terms related to the soft tissue components are well defined and commonly accepted in dentistry, and especially in cosmetic dentistry.

Lips are important since they are the boundaries of smile. Lips are involved into smile line, which is defined as an imaginary line along the incisal edges of the maxillary anterior teeth which should mimic the curvature of the superior border of the lower lip while smiling. Smile line, in turn, considerably depends on lip line (lower and upper), a term, which is also clearly described in dentistry [2, p. 230]. An ideal smile demonstrates the gingival margin and the lip line, which should be congruent or there can be a 1–2 mm display of the gingival tissue. Nowadays, "Hollywood" effect also creates the urge for full lips (*"Angelina Jolie lips"*) that in many cases is achieved by performing lip and perioral augmentation.

Thus, "Hollywood smile" can be described as an appropriate positioning of teeth, labial and gingival tissues within the dynamic display zone. This aesthetically perfect smile achieved by a number of procedures, including smile analysis, designing trial smile, and correcting by special means (a combination of all or some of the following as tooth whitening, crowns, veneers, and orthodontics). We can observe semantic shift (narrowing) in this word combination has referred to a more specific class of objects. A concept of

Hollywood smile is a complex multi-level structure, superordinate concept, which integrates certain cognitive entities, or suborditane concepts, representing abstractions of professional experience and knowledge. These concepts are related to perfect dento-facial, dento-gingival, dentolabial, and dental characteristics (oral structures, oral health, age, sex). "Hollywood smile" also involves mathematical and artistic criteria as symmetry, proportionality, harmony, attractiveness, Being interwoven, these entities, different by their information capacity and significance of information, are arranged into a particular model, which combines both schematic hierarchical network as defined by Langacker (1987, 1991), and the overlapping sets model introduced by Geeraerts (1989).

Recent reports presume that trying to find a distinction between terms and words is no longer fruitful or even viable, and that the best way to study specialized knowledge units is by studying their behaviour in texts [7, p. 22]. The analysis of the unit "Hollywood smile" embedded in specialized texts, aimed at experts, and didactic discourse, aimed at education, has shown the unit reflects coordinate reference system, but, nevertheless, it is impossible to apply the univocacy principle for this concept. But, in accordance with sociocognitive approach, univocacy is not feasible nor desirable for terminology [12, p.78]. Thus, this research can support presumption the Hollywood smile has become an activated dental term.

The rise of the artificial smile makeover in show business and pop culture, increasing social demand for perfect appearances and ideal smiles has greatly contributed to the development of new approaches in dentistry named as *smile design /designer*, *denticure*. Thus, identifying basic concepts may be considered as a fundamental in creating or replenishing terminological database for a certain branch of knowledge, as well as it may helps to present the dental terminology as a well-ordered verbalized system of knowledge.

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