

Gorizia, 11-12 December 2023

Room 3 - Polo Universitario di Santa Chiara, via Santa Chiara 1

MULTIMODAL PROMOTIONAL STRATEGIES IN PLACE AND CULTURAL HERITAGE BRANDING: CASE-STUDIES AND BEST PRACTICES

MONDAY DECEMBER 11

14.00 Welcome addresses

14.30-15.30 Plenary session: **N. Grand Norman (INSTID, London)**

Finding the Special in Every Place: The social roots of place brand identity

15.30-15.45 Coffee Break

15.45-16.15 **F. Coccetta (University of Venice "Cà Foscari")**

European Capitals of Culture Promotional Videos: Thematic continuities and discontinuities in the enactment of culture, creativity and diversity

16.15-16.45 **A. Dattolo (University of Udine) and E. Rocco (University of Venice "Cà Foscari")**

Cognitive, Linguistic and Digital Accessibility for Cultural Heritage: Radio Magica's talking maps

16.45-17.15 **D. Kantz (University of Genoa) and A. Baldry (University of Messina)**

Exploring Genres Relating to Tourism Marketing: Part 1 - Wine glossaries and AR wine label videos as an integrated English language corpus-based resource

17.15-17.30 Coffee Break

17.30-18.00 **C. Arizzi (University of Catania)**

The Remarkable Second Life of Siso, the Sperm Whale. Rethinking museums in Milazzo

18.00-18.30 **M. Cambria (University of Messina)**

A Walk of Peace? Mapping war memorials' multisemiotic discourse

TUESDAY DECEMBER 12

9.15-10.15 Plenary session (remotely):

G. Richards (Tilburg University)

Small Cities Developing Collaborative Advantage to Realise Big Dreams

10.15-10.30 Coffee Break

10.30-11.30 **C. Taylor (University of Trieste), E. Perego (University of Pavia) and P. Trevisan (University of Trieste)**

Aspects of Museum (and Art) Accessibility: Audio description, translation, simplification and training

11.30-11.45 Coffee Break

11.45-12.15 **D. Taibi (ITD-CNR Palermo) and A. Baldry (University of Messina)**

Exploring Genres Relating to Tourism Marketing: Part 2 - Building OpenMWS as an integrated corpus-based platform for engagement with social media resources

12.15-12.45 **P. Manzella (University of Udine)**

Tourism Discourse and Translation in Friuli Venezia Giulia (FVG): Issues and prospects

12.45-13.00 Conference closing

È previsto il riconoscimento di 0,25 CFU a giornata agli studenti di Relazioni Pubbliche e Comunicazione Integrata per le imprese e le organizzazioni

Con il patrocinio di:



Con il sostegno di:

