

SEMINARIO DI STUDI

TOURISM AND TOURISTS IN LANGUAGE AND LINGUISTICS

Presentation of the Volume
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Georges Van den Abbeele & Luisanna Fodde
(eds.)

22-23 November 2012
Aula Magna Teatro di Anatomia
Via Ospedale 121, Cagliari



Thursday 22 November 2012

3.30 pm: Greetings

Dott. Luigi Crisponi, Councillor, Tourist Department, Regional Government of Sardinia;
Prof. Giovanna Maria Ledda, Vice-Rector, Head of International Relations, University of Cagliari;
Prof. Ignazio Putzu, Head, Department of Philology, Literature and Linguistics, University of Cagliari;
Prof. Francesco Pigliaru, Vice-Rector, Scientific Research Programs, University of Cagliari

4.00 pm: Luisanna Fodde, Introduction and Seminar Presentation

4.15 pm: Plenary Lecture

Georges Van den Abbeele, Dean, Faculty of Humanities, Northeastern University, Boston, USA: "Sightseers 2.0"

5.00 pm: Coffee Break

5.30 pm: Paper Presentations

Chair: Michela Giordano, University of Cagliari
Stefania Maci: "An unbelievable, unmissable experience: discursive strategies of tourism on the web"
Anna Franca Plastina: "Calabria's web-based tourism destination image"

6.30 pm: Discussion

8.45 pm: Conference Dinner

Friday 23 November 2012

9.30 am: Paper Presentations

Chair: Luisanna Fodde, University of Cagliari
Beryl Schlossman: "The Virgin, the poet, and the traveler: Gautier's Catholic tourism"
Olga Denti: "The island of Sardinia from travel books to travel guides"

10.30 am: Coffee break

11.00 am: Paper Presentations

Chair: Georges Van den Abbeele, Northeastern University, Boston
Carmen Argondizzo & Ida Ruffolo: "Analysing the perception of nature in travel promotion texts: moving from the corpus to the classroom"
Claire Wallis & Nicky Baptist: "Teaching tourist discourse to university students"
Giuseppe Melis: "The View from the Tourist Marketing Expert"

12.30 pm: Round Table

"Tourism and Tourists in Language and Linguistics"
Discussants: C. Argondizzo, L. Fodde, G. Melis, G. Van den Abbeele

1.15 pm: Seminar ends



Organizing Committee: Luisanna Fodde, Olga Denti, Michela Giordano, Claire Wallis, Riccardo Cavallo

Scientific Committee: Georges Van den Abbeele, Luisanna Fodde, Ignazio Putzu

Contacts: Luisanna Fodde: fodde@unica.it - Olga Denti: odenti@unica.it

Seminar website: <http://cla.unica.it> (Top menu, Eventi e Seminari)