



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Lingue, Letterature
e Culture Straniere

Visual Semiosis in Tourism Discourse

Sabrina Francesconi, Università di Trento

2 novembre 2023, ore 9:15-11:15

Aula 3, Via Salvecchio

In this seminar forms and functions of visual meaning-making in contemporary tourism discourse are explored. It draws attention to dynamic images operating within a digital environment, with the ultimate aim of destination image formation and destination choice performance. Among other modes and modal resources, gestures, movements, actions performed by human participants will be addressed, as well as motion produced by the static or moving camera, and effects generated at the post-production stage of editing or montage.

Per informazioni: cinziagiacinta.spinzi@unibg.it