

## AIA SEMINAR "Old and New Media: Linguistic Insights" – Ragusa, 2-3.05.2016

### **Nicholas Brownlees (Florence), *Creating a Language of News in Seventeenth-Century England***

Seventeenth-century English news publishers and writers knew there was a market for news—about that there is no doubt. The readers were out there, but whilst eager or even desperate (if we are to credit Ben Jonson's satires) to read print news, they were not prepared to hand over their two pence for a weekly news pamphlet unless convinced that what they were buying was worth the money. It was this that disturbed and troubled publishers and writers then just as much as it does now in the twenty-first century. In short, how should news be presented? What language do you use to persuade the news readers that the money they are spending is a good investment?

In my lesson I shall examine methodological issues and new fields of research in English news discourse of the seventeenth century. I shall consider linguistic features of English news from a wide-ranging historical pragmatics perspective that will also incorporate an examination of the role of translation in the dissemination and writing up of European news. In the analysis particular attention will be given as to how Italy, and matters relating to Italy, were reported in the seventeenth-century English press.

### **Massimo Sturiale (Catania/Ragusa), *'Do the right thing! Have the proper accent!' Prescriptivism and the Press in Late Modern Times***

The aim of my talk is to highlight the role of the press, in 18th- and-19th-century Britain, in promoting and reinforcing a standard language ideology. As a result of the debate which first involved grammarians, lexicographers and orthoepists, I will demonstrate how the 'new' media, which allowed people to have their say, did make an outstanding contribution in reinforcing and promoting 'false myths' which in the long run were to characterise prescriptive attitudes more on a social rather than on a pure/mere linguistic scale.

### **Giovanni Iamartino (Milan), *Garibaldi and the Mille in the British Press. A Chapter in the History of Anglo-Italian Relations***

My presentation will analyse how the London press described and commented on Garibaldi and The Thousand's expedition to liberate Sicily from the Bourbons. Such periodicals as the *Daily News* (whose principal correspondent was Carlo Arrivabene, the author-to-be of Italy under Victor Emmanuel, 1862), the *Morning Post*, *The Times*, and the *Illustrated London News* for May-October 1860 will be scrutinized in order to assess how Garibaldi's campaign in Sicily was covered by the London press. It is however to be emphasized that the focus of interest in my talk will not be on the war between the *garibaldini* and the Bourbon forces; instead, I would like to consider how and to what extent the newspaper articles on Garibaldi's campaign gave voice to the British responses to the Risorgimento, i.e. the British people's hopes, fears and dreams of a unified Italy. This vision of Italy was not first and foremost political and geographical, but above all aesthetic and cultural; as such, it was deeply rooted in the Renaissance ideal of Italy as the sole heir and true inheritor of Ancient Greece and Rome, and continuously nourished by the long-standing British tradition of the Grand Tour.

### **Franca Poppi (Modena-Reggio), *From Printed Media to Cybergenres: Reconciling the Requirements of the Local Cultural Environment with International Readership***

The presentation will focus on the linguistic features and communicative practices displayed in the articles of three different newspapers, *The Hindustan Times*, *The China Daily* and *The Baltic Times*, written in English and published in countries where English is not the native language. In the quantitative and qualitative analysis proposed, peculiar features of the articles of the three different newspapers and their particular implications and significance will be taken into account, with a view to disclosing how particular culturally-defined schemata are enacted in the process of linguistic performance. Moreover, the data provided will highlight the interplay between globalized and localized EIL and will be interpreted by referring to a framework of reference especially devised for distinguishing between the ELF (or globalized EIL) and the WEs (or localized EIL) paradigm.

### **Gillian Mansfield (Parma), *Research-Based Activities and the Press in the Digital Era***

The presentation will focus on a wide interpretation and application of research-based activities with a view to highlighting the mastery of analytical skills via the language of the quality and popular press in the present Digital Era. It will outline some potential areas of research in Internet-based searches and the use of corpora for top-down and bottom-up quality analyses of news stories that involve the identification of such features as, among others, rhetorical structure, intertextuality, relexicalisation and lexical boosting. Furthermore, the presentation will introduce the concept of flipped learning where the emphasis on research-based activities is proven to enhance critical reflection in a context of technology enhanced collaborative learning.