

L'enogramma nel mondo globale: una (quasi) traduzione plurilingue?

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SUMMARY

This presentation examines the theoretical implications that come from the translation studies applied to the field of the *enogramma*. After indicating some theoretical parameters of translation and its possibilities, we analyzed some *enogrammi* that are made up of multilingual texts which are so much different from each other so as we are able to say that those are not real translations. The question of the translation of the wine labels is presented in light of the prospect of European languages industry assuming what might be developing an industry growing so strongly in recent years.