

Luana Cosenza, Aisha Nasimi

Studi italiani di linguistica teorica e applicata XLIV, 1 (2015), pp. 165-188

SUMMARY

Starting from methodological approaches and theoretical models for the detection and the systematic observation of Italianisms and pseudoitalianisms (Barni, Bagna, 2005), we have described the results of a geo-linguistic and semiotic analysis conducted on a corpus of occurrences of Italian which has been identified within “linguistic urban landscapes” of two Arab cities: Amman and Tunis. Both these elements, on which our survey is based and the description of the communicative function of linguistic and non-linguistic elements concerning the corpus, allowed us to indicate the degree of vitality and visibility of Italian language within a specific urban linguistic landscape such as that of the Arab countries, which is marked by a highly heterogeneous linguistic space. This context is therefore distinguished by new forms of languages spread including Italian, which despite being traditionally a language of culture, it takes part in these global dynamics that include new usability and new language features.