

*Italianismi e pseudoitalianismi a Londra:
l'italiano tra vie tradizionali e innovative di diffusione*

Vanina Cassani

Studi italiani di linguistica teorica e applicata XLIV, 2 (2015), pp. 359-386

SUMMARY

Italian language has always been an interest of many foreign people, at first of wealthy classes who had an interest in Italian literature and music and to do the “trip in Italy”, later the Italian emigration of the XX Century brought the contemporary Italian language and its dialects in contact with the autochthonous languages of the countries of migration.

Nowadays, although the economic crisis has lowered the influence of Italy in the global economical and political scenario, Italian is one of the most popular languages abroad. Also, Italian language seems to be one of the most visible language in public spaces, such as billboards, public signs, brochures, products, etc.

The research takes place in London, where we had to verify, by means of the Linguistic Landscape approach, the presence of Italian language in public communication; later, we had to analyze their forms and tried to deduce the reasons for all this interest towards Italian language and culture.