

LA PERCEZIONE DELL'ITALIANITÀ ALL'ESTERO:  
CATEGORIE PROTOTIPICHE, PRODOTTI COMMERCIALI E LINGUA  
ITALIANA

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ABSTRACT

In this paper we discuss data coming from an evaluative survey based on a sample of randomly selected interviewees from abroad. Our goal is to examine their interpretative path in attributing a true or perceived Italianness to a selection of objects proposed in a visual stimulus kit and through the selection of a sample of images.