

DAL *BRAND NAMING* ALLE STRATEGIE DISCORATIVE PER LA  
COMMERCIALIZZAZIONE DI PRODOTTI DI *ITALIAN HERITAGE* NEL  
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ABSTRACT

The study of the connection between the Italian economy and the construction of the Italian brand identity represents a promising area for multidisciplinary research. As a matter of fact the presence of Italian social networks in the world and the diffusion of Italianness abroad makes it possible to explore the symbolic function and the commercial value of the Italian language and culture.

The quali-quantitative analysis here carried out considered a selected sample of 23 brands of products and productive activities of 'Italian Heritage' in order to focus on the most salient linguistic, pragmatic and visual features. The reference to manufacturers and products in brand naming is combined with the family history, the relevance of authentic quality traditions and the bond with Italy. Similarly, the most wide-spread English words, collocations and lexical bundles convey these same attributes that contribute to the dis-cursive texture, though very limitedly using Italian. Italianness is enhanced through the semiotic equipment which refers to the reputational capital of being of Italian origin, thus highlighting the role of the inter-semiotic correspondences which characterise the com-mercial communication.