

# IL RUOLO DELL'ITALIANITÀ NELLE STRATEGIE COMUNICATIVE DI COMMERCIALIZZAZIONE DI MARCHI AGRO-ALIMENTARI IN ARGENTINA

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## ABSTRACT

Recent studies have aimed at redefining the 'true-false' continuum which regards the image of foreign products recalling the values of *italianità*. Namely, they have led to reconsidering those goods and commercial activities that, far from the illicit use of mis-leading linguistic and/or symbolic recourses (*Italian Sounding*), manifest a real identity bond with Italy. This relation is the result of the linguistic-cultural heritage from which they are born, as produced or founded by Italian emigrants or their descendants, config-uring themselves, more properly, as products of *Italian Heritage*.

Therefore, this work aims to identify some linguistic and communicative strat-egies implemented in brand naming and advertising of *Italian Heritage* products and activities related to *food*, in a qualitative and quantitative perspective. The results are compared with the same strategies used for *Italian Appeal* food products and activities.