

1. Record Nr.	UNINA9910963873003321
Titolo	Strategies of adaptation in tourist communication : linguistic insights / / [edited] by Gudrun Held
Pubbl/distr/stampa	Leiden ; ; Boston : , : Brill, , [2018]
ISBN	9789004359574 9004359575
Descrizione fisica	1 online resource (vi, 323 pages)
Collana	Utrecht studies in language and communication ; ; 31
Altri autori (Persone)	HeldGudrun
Disciplina	910/.014
Soggetti	Intercultural communication - Case studies Tourism - Language Tourism - Social aspects Discourse analysis - Social aspects Communication models Language and culture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front Matter -- Copyright page -- What Do Language Use and 'The Tourist Gaze' Have in Common? Introducing Studies on Adaptation Strategies in Tourist Communication / Gudrun Held -- Textual Practices -- Argumentative Strategies in Tourism Advertisements Promoting subjectTurkey – TurkishTurkey: How to Adapt to an International Audience / Manfred Kienpointner -- How Language Sets Imagination in Motion: A Phenomenological Approach to the Reading of Promotional Texts in the Tourist Industry / Sonja Kolberg , Sascha Demarmels and Ursina Kellerhals -- National Attributes Viewed through Tourism Discourse: The Case of subjectSloveniaSlovenia / Vesna Mikoli -- I NeedsubjectSpain – SpanishSpain – New Ways of Representing the Tourist Experience / Uta Helfrich -- Sustainable Tourism: A New Rhetoric in the Language of Tourism / Donella Antelmi -- Tourist Interactions -- The Local Language of Tourism in International Tourist Information Encounters: Adapting the What and the How / Adam Wilson -- Asymmetries and Adaptation in Guided Tours with subjectGerman – Germany – Austria – SwitzerlandGerman as

a Foreign Language / Marcella Costa and Miriam Ravetto -- Genres -- The Generic Identity of Travel Guides: Ethos, Instruction, and Grammatical Metaphors / Francesca Santulli -- Strategies of Adaptation in the Translation of subjectGerman – Germany – Austria – SwitzerlandGerman and subjectItaly – ItalianItalian Travel Guides / Tania Baumann -- The Expression of Authorial Sensory Perception in Journalistic Travelogues: Narrative and Evidential Aspects / Martina Temmerman -- subjectMedia (print-media, AV-media, New Media, Social Media)Media -- Sonnenklar.tv: Advertising Travels via subjectTeleshoppingTeleshopping – A Linguistic and Multimodal Analysis / Sabine Wahl -- Authenticity and the Construction and Perception of Identity in Tourism Apps / Olga Denti -- Tripadvisor and Tourism: The Linguistic Behaviour of Consumers in the Tourism Industry 2.0 / Maria Rosaria Compagnone and Giuliana Fiorentino -- Museums Popularising Art on the Web: Lexical and Cluster Representations of subjectItaly – ItalianItaly and subjectSouth AfricaSouth Africa / Christina Samson.

Sommario/riassunto

The papers in this volume study the relationship between language use and the concept of the “tourist gaze” through a range of communicative practices from different cultures and languages. From a pragmatic perspective, the authors investigate how language constantly adapts to contextual constraints which affect tourism discourse as a strategic meaning-making process that turns insignificant places into desirable tourist destinations. The case studies draw on both, in situ interactions with visitors, such as guided tours and counter information, old and new mediatized genres, id est guide books, travelogues, print advertising as well as TV-commercials, service web-sites and apps. Despite the diversity of data, one of the common findings in the volume is that staging the sensory ‘lived’ tourist experience is the lynchpin of all communicative practices. Hence, the use of tourism language reveals itself as the mirror of how ‘people on the move’ continuously enact as ‘tourists’ and ‘places’ are constructed as must-see ‘sights’.

2. Record Nr.	UNINA9910298632103321
Autore	Barone Caterina
Titolo	Food Packaging Hygiene // by Caterina Barone, Luciana Bolzoni, Giorgia Caruso, Angela Montanari, Salvatore Parisi, Izabela Steinka
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-14827-3
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (137 p.)
Collana	Chemistry of Foods, , 2199-689X
Disciplina	54 612015 616.9041 641.3 658.56 664
Soggetti	Food—Biotechnology Medical microbiology Clinical biochemistry Quality control Reliability Industrial safety Food Science Medical Microbiology Medical Biochemistry Quality Control, Reliability, Safety and Risk
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	The Influence of the Chemical Composition of Food Packaging Materials on the Technological Suitability: A matter of Food Safety and Hygiene -- Inorganic Contaminants of Food as a Function of Packaging Features -- Plasticizers in PVC for Food: Assessment of Specific Migration -- Organic Food Packaging Contaminants: New and Emerging Risks -- Chemical and Microbiological Aspects of the Interaction between Food and Food Packages -- Basic Principles of Corrosion of Food Metal

Packaging.

Sommario/riassunto

This Brief is concerned with the connection between food packaging and the chemical composition of packaging materials. In terms of the food packaging hygiene, the influence of the containers on the contained foods is discussed. The book explores new and emerging risks related to food packaging materials in connection with the contained commodities. It also discusses the technology of production with relation to the chemical risk in a "Hazard Analysis and Critical Control Point" (HACCP) investigation.