



GREEN

# AGRITAINMENT

2024-1-IE01-KA220-VET-000254134

MODULO 2, LEZIONE 2

## L'UMORISMO COME STRATEGIA EDUCATIVA E COMUNICATIVA NEGLI AGRITURISMI



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# INTRODUZIONE



**APPRENDIMENTO =  
ESPERIENZA + EMOZIONE**

**OBIETTIVO DEL CORSO: PERCHÉ USARE  
L'UMORISMO: INTEGRARE COMICITÀ NEI  
CONTESTI FORMATIVI: RICONOSCERE  
APPRENDIMENTO FORMALE E INFORMALE**



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**DIVERTIMENTO**  
=  
**SPOSTARE ATTENZIONE**



**01**

**ETIMOLOGIA LATINA:  
DIVERTERE → "SPOSTARE"**

**02**

**L'UMORISMO REINDIRIZZA  
LO SGUARDO**

**03**

**ATTENZIONE GUIDATA  
VERSO I CONTENUTI CHIAVE**



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# TECNICHE COMICHE



## CONTRASTI INATTESI

Sorpresa che cattura  
attenzione.

## ESAGERAZIONI

Enfatizzare per divertire.



## SIGNIFICATI SORPRENDENTI

Nuove interpretazioni inaspettate.

## BREVI INTERRUZIONI COMICHE = FOCUS RINNOVATO

Brevi pause che rinnovano il focus.



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## APPLICAZIONI PRATICHE

**01**

### **DEGUSTAZIONI E VISITE GUIDATE**

Accompagnati dalla vendita e  
storytelling dei prodotti

**02**

### **EVENTI IN AZIENDA AGRICOLA**

Attività ludiche legate al cibo.

**03**

### **COMUNICAZIONE ONLINE**

Comicità breve e immediata online.



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# EDUCAZIONE NEGLI AGRITURISMI



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# CONCLUSIONI

**L' AGRITURISMO È SEMPRE  
EDUCATIVO**

**UMORISMO = CATTURARE E DIRIGERE  
ATTENZIONE**

**APPRENDIMENTO PIÙ NATURALE E PIACEVOLE**



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# Green Agritainment: VET strategies for Edutainment in European Agritourism.

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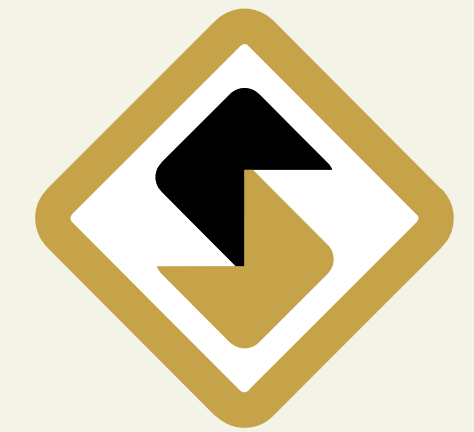


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ASEDDEDIPE



STANDOUTEDU



OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY