



GREEN

# AGRITAINMENT

2024-1-IE01-KA220-VET-000254134

MODULO 2 LEZIONE 3

## STRATEGIE LINGUISTICHE DI UMORISMO NELL'AGRITURISMO



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# INTRODUZIONE



**UMORISMO ≠ STAND-UP  
COMEDY**

**OBIETTIVO DEL CORSO:  
CATTURARE E SPOSTARE ATTENZIONE  
SPEZZARE LA MONOTONIA DELLE LEZIONI  
FRONTALI**



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# OBIETTIVI

01

**USARE LINGUAGGIO  
CREATIVO E METAFORICO**

02

**STIMOLARE ASPETTATIVE  
SENSORIALI**

03

**INTEGRARE COMICITÀ  
NELLE DEGUSTAZIONI E  
VISITE**



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# TECNICHE LINGUISTICHE



## CONTRASTI INATTESI

accostare elementi opposti per sorprendere

## ESAGERAZIONI

amplificare un dettaglio oltre il reale



## COLPI DI SCENA NARRATIVI

inserire svolte improvvise nel racconto

## METAFORE E GIOCHI DI PAROLE

spiegare concetti attraverso immagini evocative e usare doppi sensi e assonanze per divertire



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# "FOOD EXPECTATIONS"

**01**

## **NEUROSCIENZE DEL CIBO: ASPETTATIVE DI GUSTO**

Le scelte dipendono dalle  
anticipazioni sensoriali.

**02**

## **IL DISCORSO ORIENTA LA PERCEZIONE DEL SAPORE**

Le parole influenzano il sapore  
percepito.

**03**

## **CREARE IMMAGINI E STORIE INTORNO AI PRODOTTI**

Racconti rafforzano l'esperienza  
culinaria.



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# ESERCIZIO PRATICO

Scegli un prodotto (pomodoro, olio, finocchio)



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# CASI STUDIO



## CHEF DOMENICO CILENTI

storia dei formati di pasta



## PASCAL BARBATO

giochi di gruppo con  
pane e focaccia



## SAGRA DELLA PEZZATA

Capracotta (Molise): la  
Pezzata e i giochi sul  
caciocavallo

Photo by Donatella Alquati,  
[https://www.vice.com/it/article/pezzata-  
di-capracotta-molise-sagra/](https://www.vice.com/it/article/pezzata-di-capracotta-molise-sagra/)



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# CONCLUSIONI

**L'UMORISMO RAFFORZA  
L'ESPERIENZA DEL VISITATORE**

**OGNI PRODOTTO PUÒ DIVENTARE  
RACCONTO E DIVERTIMENTO**

**ATLANTE GREEN AGRITAINMENT = 120  
STRATEGIE PRATICHE**



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

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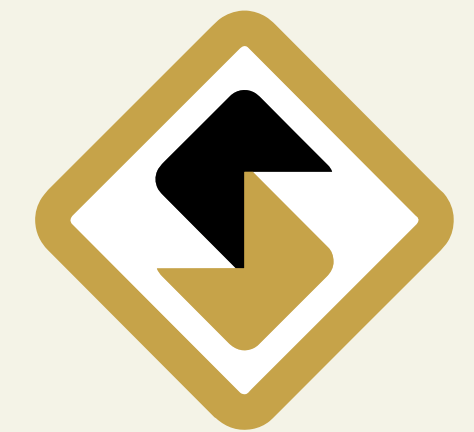


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ASEDDEDIPE



STANDOUTEDU



OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY