

# **GREEN AGRITAINMENT**

**2024-1-IE01-KA220-VET-000254134**



## **Module 2, Lesson 3: Humor Strategies in Agritourism**

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**Green Agritainment:  
VET strategies for Edutainment in European Agritourism**



# THE MODULE

Module 2, coordinated by IVI, focuses on the use of humor and comic strategies as educational tools in agritainment. The goal is to provide trainers, agritourism workers, and VET students with practical skills to use humor constructively during visits, workshops, and educational activities.

Through examples and narrative schemes, participants learn to:

- use humor to keep visitors' attention;
- integrate cabaret and entertainment techniques to facilitate content memorization;
- directing entertainment towards environmental and educational goals, transforming laughter into a tool for raising awareness;
- making farm experiences more engaging, memorable, and educational.

## THEMATICS

- Difference between technical explanation and humorous explanation.
- Food Neuroscience: The Role of Taste Expectations
- Imaginative and metaphorical language as edutainment tools.
- Puns based on flavors (sweet, bitter, spicy, sweet and sour).
- Contrasts, exaggerations and twists as levers to generate surprise.
- Practical examples from olive oil, tomatoes, and local cheeses.

## GOALS

- Understanding how linguistic humor strengthens communication.
- Learn to use metaphors, associations, and unexpected contrasts.
- Creating sensory expectations (food expectations) during tastings and visits.
- Experiment with practical exercises to incorporate comedy into presentations.



# INTRODUCTION

In this lesson, we explore the use of humorous language strategies as an educational and communication tool. The goal isn't to transform a presentation into a stand-up comedy performance, but to incorporate elements of targeted comedy to capture attention, break up the monotony, and reinforce key messages.

Agritourism, which focuses on the valorization of food and sensory experiences, is an ideal context for the use of imaginative languages, metaphors, and wordplay capable of arousing curiosity and positive emotions.

## More specifically

Agritourism communication can take two forms:

1. Technical and informative
2. Engaging and humorous, capable of directing attention to the product through linguistic games.

Neuroscience shows that a large portion of food purchasing decisions are based on taste expectations. Creating images, metaphors, and stories around a product (e.g., spicy extra virgin olive oil as a synonym for health) amplifies the customer experience.

Practical exercise: Describe an agricultural product (tomato, oil, fennel) with sensory terms and transform them into metaphors or puns. This way, visitors associate emotions and experiences with the taste, memorizing it better.

Finally, examples of applied agritainment:

- Cuisine: Michelin-starred chef Domenico Cilenti (Porta di Basso, Peschici)
- Bakery and bread making: Pascal Barbato (Fulgaro, San Marco in Lamis)
- Traditional events: in Capracotta (Molise), the “Pezzata”



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