



GREEN

AGRITAINMENT

2024-1-IE01-KA220-VET-000254134

MODULE 2, LESSON 3

LINGUISTIC STRATEGIES OF HUMOR IN AGRITOURISM



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INTRODUCTION



**HUMOR \neq STAND-UP
COMEDY**

**COURSE OBJECTIVE:
CAPTURE AND SHIFT ATTENTION BREAK
THE MONOTONY OF FRONTAL LESSONS**



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GOALS

01

USE CREATIVE AND
METAPHORICAL LANGUAGE

02

STIMULATE SENSORY
EXPECTATIONS

03

INTEGRATING COMEDY
INTO TASTINGS AND
VISITS



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LINGUISTIC TECHNIQUES



UNEXPECTED CONTRASTS

combine opposite elements to
surprise

EXAGGERATIONS

amplify a detail beyond reality

NARRATIVE TWISTS

insert sudden twists in the story

METAPHORS AND WORDPLAY

explain concepts through evocative
images and use double meanings
and assonances to entertain



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"FOOD EXPECTATIONS"

01

FOOD NEUROSCIENCE: TASTE EXPECTATIONS

Choices depend on sensory anticipations.

02

SPEECH GUIDES THE PERCEPTION OF FLAVOR

Words influence perceived flavor.

03

CREATING IMAGES AND STORIES AROUND PRODUCTS

Stories enhance the culinary experience.



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PRACTICAL EXERCISE

Choose a product (tomato, oil, fennel)



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CASE STUDIES



CHEF DOMENICO CILENTI

history of pasta shapes



PASCAL BARBATO

group games with
bread and focaccia



PEZZATA FESTIVAL

Capracotta (Molise): the
Pezzata and games involving
caciocavallo cheese

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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CONCLUSIONS

**HUMOR ENHANCES THE VISITOR
EXPERIENCE**

**EVERY PRODUCT CAN BECOME A STORY
AND ENTERTAINMENT**

**GREEN AGRITAINMENT ATLAS = 120
PRACTICAL STRATEGIES**



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Green Agritainment: VET strategies for Edutainment in European Agritourism.

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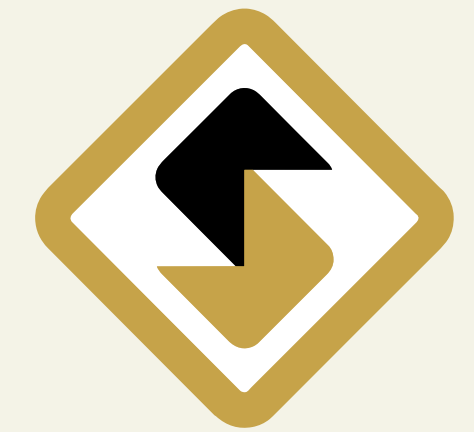


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STANDOUTEDU



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UNIVERSITY OF GALWAY