



**Axe Langues et Support & Axe Inter-médias**

Adossement à la recherche du Master Langues et Sociétés, Parcours type Mondes anglophones, Orientation Intermédialité  
UE 904.3 linguistique, Mardi 6 janvier, 8h-13h30, B 112

**Language in the public space/ LL :  
from linguistic landscape to landscape linguistics**

(8h00)

**LL : Marketing & selling**

*Lauren Spada* Selling Green: From Cultural Heritage to Marketing Tool. The Linguistic Reframing of Matcha in Anglophone Advertising.

*Amina Djaibet* 'My jeans are blue': From linguistic ambiguity to ideological conviction.

*Lacour Cassandra* Language, Space and Signs: an analysis of Amusement Parks' Linguistic Landscape.

*Hena Mangin* Discovering the world: How do travel agencies convince you to pack up and catch the next flight.

(10h00)

**LL : Putting identity and opinions forward**

*Maxime Mancini* "Love football/hate racism": Linguistic landscape and political values of the bohemian football Club.

*Alice Blondel* From the Screen to the Street... Back to the Screen: How does Intermediality Bridge Linguistic Landscape and DLL (Digital Linguistic Landscape) in *One Piece* Protest Banners.

*Yuna Omhovere* Alternative clubs in the UK and in the US: Alternative clubs in the UK and in the US: How the linguistic landscape changes the representation of underground music scenes.

*Yousra Boucetta* Anti-Abortion Billboards in the Bible Belt.

(12h00)

*Olha Halkina* Conversion as a key means of creating Linguistic Landscape. A case study of the USA.

**LL : Putting political & national values forward**

*Karima Machkouri* Make America Great Again: From Reaganite slogan to intermedial symbol of Trumpist populism.

*Emma Reis* When Politics Invites Itself in the Streets – What are the rhetorical and linguistic strategies used by Democrats and Republicans in billboards and/or display screens during election campaigns and how are those strategies supposed to influence voters?

*Michael Finot* Memory and nationhood in a controlled environment: The linguistic landscape of the Lorraine American Cemetery and Memorial.