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City Branding and New Media: Linguistic Perspectives, Discursive Strategies and Multimodality

M. Paganoni

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This book explores city branding in the public sector as an aspect of e-governance from a privileged linguistic, discursive and semiotic perspective. It analyses how local administrations and public bodies engage their stakeholders by addressing key issues such as active citizenship, social inclusion and promotion of cultural heritage and events.

About the Author Maria Cristina Paganoni is a tenured researcher in English Language and Translation at the University of Milan, Italy. Her current research focuses on web-mediated communication and the branding of cities and heritage, drawing on discourse analysis, multimodal analysis and social semiotics. She has authored several contributions on these topics in books and peer-reviewed journals.