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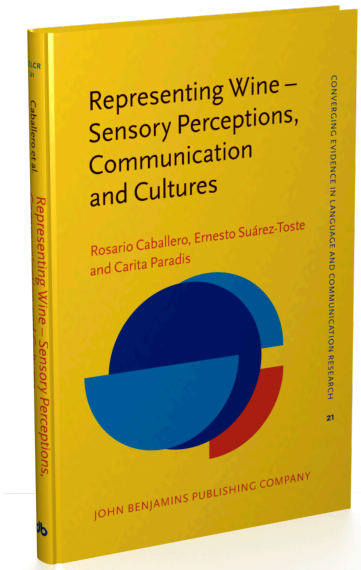

Cognition and language / Cognitive linguistics / Discourse studies / Pragmatics / Psycholinguistics / Semantics / Semiotics

Representing Wine – Sensory Perceptions, Communication and Cultures

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Wine culture is a complex phenomenon of increasing importance in modern society, and it combines the joys of wine appreciation with the frustrations of trying to verbally communicate sensory impressions. While wine appreciation is traditionally characterized as joyously convivial in its social dimension, sensory impressions remain eminently private. This contrast explains why the language used to represent wine, or winespeak, is the object of increasing crossdisciplinary interest.

This book analyzes the many different forms / many of the different forms of representing wine in present-day society, with a special emphasis on winespeak, starting from the premise that such study demands a genre approach to the many different communities involved in the wine world: producers/ critics/ merchants/ consumers. By combining the methodologies of Cognitive Linguistics and discourse analysis, the authors analyze extensive real-life corpora of wine reviews and multimodal artifacts (labels, advertisements, documentaries) to reflect on the many inherent difficulties but also to highlight the rich and creative figurative strategies employed to compensate for the absence of a proper wine jargon of a more unambiguous nature.

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Table of contents

Acknowledgements
Preface
Chapter 1. Winespeak
Chapter 2. Exploring sensory meanings
Chapter 3. From tasting to reviewing
Chapter 4. Descriptors of wine across the senses
Chapter 5. Metaphor
Chapter 6. The grading and evaluation of presence
Chapter 7. Rhetorical strategies to achieve credibility in wine assessment
Chapter 8. The market individuation of wine
Chapter 9. Advertising wine
Chapter 10. Documenting wine in film
Chapter 11. Final remarks
Index
References