

20th GERES International Conference 'Wine in the Hispanic world: language, discourse and representations'.

This XXth International Conference of the GERES is primarily concerned with the language of wine and its discourse (terminology, lexicology, semantics, discourse analysis, sociolinguistics). Whether written or oral, technical and aimed at professionals or at a public of simple enthusiasts or even novices, a wide range of fields are involved, from the vine to the glass: viticulture, winemaking, sales and marketing (labels, promotional campaigns), sensory perception, wine tourism, vineyard landscapes and architecture, etc.

The problems, specific or otherwise, posed by the language and discourse of wine also concern translation and teaching, which must take particular account of the eminently cultural dimension of this product and its uses, and the strong symbolic investment attached to it.

The conference will also focus on the representations associated with wine, from an anthropological, social and aesthetic perspective. Like other food products, wine is the subject of historically and culturally variable psycho-social constructs, which emerge in the course of collaborative processes carried out by the various players, and which also play a structuring role, by orienting certain practices.

Aesthetically speaking, wine and the vine have been an inexhaustible source of inspiration and a recurring symbol in the arts (from literature to cinema, painting, music, photography and the decorative arts) since ancient times. Conversely, the wine industry is involved in the artistic sector through sponsorship or by commissioning painters and designers to create labels. This conference explores all these aspects, with papers grouped around three themes: Language and translation, Didactics of the specialist language and Representations.

