



## **The language of art and culture heritage: a plurilingual and digital perspective**

International conference  
(Bologna 13-14 December 2018)

*Call for Papers*

The language of art and cultural heritage is complex and rich; it challenges boundaries that divide science and the humanities by using terms typically used in the historical, technological, scientific, mathematical and literary domains. Art and cultural heritage – including painting, sculpture, architecture, monuments and manuscripts – represent a key economic resource especially for European countries. Exhibitions, art and cultural events feed into a market whose actors range from single subjects to Foundations, Associations, and corporations, from public to private enterprises that play a central role not only in our economies, but also in our societies. In order to activate this economic and social potential, art and cultural heritage need to be brought to the focus of attention of the wide public through effective communicative strategies. Nowadays, promoting and communicating art has become a crucial and challenging task. Indeed, it requires specialists to be able to manage ‘old fashioned’ (but still popular) text types such as for examples brochures, flyers, catalogues and magazines as well as the latest digital media.

This international conference is connected with a research project led by a consortium of three major Italian universities (University of Bologna, University of Florence, University of Pisa) entitled “Lessico multilingue dei Beni Culturali (LBC)” (Plurilingual lexical resources for cultural heritage). The focus of this project is the collection, analysis and comparison of linguistic and semiotic resources to describe artistic and cultural heritage in a wide variety of languages, including Chinese, English, French, German, Italian, Portuguese, Russian, Spanish and Turkish. The ultimate goal of this project is to compile an original on line *corpus-based* dictionary that will provide experts and professionals operating in the art and cultural sectors as well as non-specialists with an invaluable resource for writing and translating arts in a plurilingual perspective.

Key issues addressed in this conference are:

- recent changes in the way art and culture are promoted;
- new hybrid forms of communicating art, such as 3D documentaries and *storytelling*;
- the role of digital media in the communication of art and culture;
- the state of the art and the future of lexical resources in the art and cultural sectors;
- interlinguistic and intercultural approaches to the communication and dissemination of art and culture;

- linguistic, literary and cultural narratives as ways to promote art and culture with special reference to e-narratives;
- the role of Digital Humanities and e-learning in the study and dissemination of the language of art and cultural heritage;
- the updating, creation and performance of specialized dictionaries and digital platforms for art and cultural heritage.

The conference has three panels each of which will be introduced by a keynote-speaker.

### Panel 1 – Web Genres

This panel focuses on the textual, multimedia, hypertextual and interactive features of discourses in the web and in social media on art and cultural heritage. Topics include:

- ❖ Virtual dialogues between museums, foundations, galleries and libraries and their potential clients;
- ❖ The representation of art and cultural heritage before the internet: specialized journals, documentaries, reportage, guides;
- ❖ Text and image: from the analogic to the digital;
- ❖ The role of the curator and art journalist in promotional and information campaigns on the web;
- ❖ Innovations in the dissemination of the knowledge of art heritage in a plurilingual perspective.

### Panel 2 – Corpora and Software

This panel will be dedicated to the presentation of studies on corpora that focus on art and cultural heritage as well as software and applications used to interrogate these corpora. Corpus types and software include (but are not limited to) the following:

- ❖ Corpora on art and cultural heritage in non-specialized texts;
- ❖ Corpora on the advertising of art and cultural heritage in a diachronic perspective: from the Grand Tour to the tourist guides on line;
- ❖ Literary and historical corpora connected to art and cultural heritage; for example travel writing and historical narrations;
- ❖ Specialized corpora, in particular written and spoken corpora focusing on communication of art and heritage specialists (e.g. art historians, art critics, architects, sculptors etc etc);
- ❖ Hybrid corpora;
- ❖ Software for corpus analysis;
- ❖ Annotation software for written corpora;
- ❖ Parallel software for plurilingual texts;
- ❖ Software for semantic and conceptual analysis;
- ❖ Systems of corpora management.

### Panel 3 – New lexicography

Panel 3 will focus on the impact of the digital on dictionaries. In recent years this has become the focus of attention of the so-called new lexicography – i.e. electronic lexicography, digital lexicography, 2.0 lexicography and *eLexicography*. Special attention will be devoted to existing lexical and terminological resources already available on digital devices, or in the process of being implemented that can aid art and cultural heritage specialists, non-specialist, enthusiasts and amateurs. Among the issues explored in this panel are:

- ❖ the recent transformation of digital lexical resources;

- ❖ the role of “open” and collaborative lexical resources in challenging traditional dictionaries as authoritative lexical reference tools;
- ❖ the role of search engines *vis à vis* old style dictionaries;
- ❖ challenges posed by the emerging art lexicography;
- ❖ web surfers as creators of new words and their influence on collaborative and/or traditional lexical tools in art and cultural heritage;
- ❖ The role of language policies in shaping the language of art;
- ❖ New tools to promote art and cultural heritage on the web.

Proposals are welcome from scholars in language and culture, ICT Engineers specialized in natural language processing, communication experts as well as private and public *stakeholders* operating in the management of art and cultural heritage. The hope of the organizers is that this conference will start a fruitful dialogue between scholars and professionals, private and public bodies as well as universities and the market.

Languages of the conference: English, French, German and Spanish. Papers can focus on any of the languages investigated in the above- mentioned research project (i.e. Chinese, English, French, German, Italian, Portuguese, Russian, Spanish and Turkish).

500 word proposals should be sent to [lilec.lbc@unibo.it](mailto:lilec.lbc@unibo.it)

All presentations are expected to be 20 minute long and will be followed by a ten minute slot for questions and discussion.

### **Important dates**

Deadline for the presentation of proposals: **September 25th**

Notification of acceptance of proposals: **October 15th**

Early bird registration and publication of final programme: **November 11th**