



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

Maria Cristina Paganoni

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Like nations and regions, cities have become aware of the importance of building a convincing reputation to engage their local and global stakeholders – residents, businesses, investors, tourists, students, sports and cultural organisations. Thanks to this wide potential reach, the city brand has expanded from a mere tourism strategy into a multifaceted tool of e-governance in the hands of local administrations and their civic partners by addressing key issues such as active citizenship, social inclusion and promotion of cultural heritage and mega-events like world fairs. This book explores city branding in the public sector from a privileged linguistic, discursive and semiotic perspective, analysing how local municipal governments use new media in their communication agendas.



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