

Memità

Memoria & Identità

Cultural & Linguistic Heritage

The analysis of ideologically oriented cultural products is the starting point for a particular recovery and recoding of a collective heritage that facilitates intercultural dialogue between the European citizens of the twenty-first century.

The project:

- Aims at the realization of an analysis model of media communication applicable in different historical and geographical contexts, so citizens can take possession of their Cultural heritage. The state of the Art is articulated and it shows several approaches according to the different research areas, although the novelty of our project is based on the consideration of the identity as the result of a discursive process. Furthermore, the communication practice (whatever is the nature of the cultural artifact), is intended as a vehicle of ideological transmission.

In particular:

- Our analysis aims to decode the discursive strategies that contribute to the construction of the individual identity to the formation of group's identity, which will contribute to the construction of a reproducible abstract pattern, to be applicable to all areas of communication for the formation of new identities.

- The recovery of ideological artefacts heritage, through the construction of an analysis model, which will propose cultural and learning tools for the construction of an inclusive and respectful identity awareness, useful for an institutional embedding of norms and values (the educational purpose of the project is to sensitize and train the young citizens to the acquisition and/or enhancement of the uses of the past to build up identities at individual and collective levels). Our proposal aims at review these criteria and explores a relatively new direction for research on manipulation and the possibility to use manipulative discourse as a way to get the new identity of young people.

- To provide a transcultural analysis model of media communication completely suitable for different research fields such as historical, linguistic, pedagogical, literary, anthropological and sociological one. The relevant stakeholders of this research are, primarily, educators and trainers belonging to the educational agencies; secondly, institutional and political members interested in promoting a new use of the past.

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