

Dipartimento di Lingue e Culture Moderne, Università di Genova

Ciclo di seminari di Dipartimento “Lingue, scritture e potere”

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**Audience Architecture and Reverse Language Engineering:
Problems and opportunities for SoMeInt and Digital Media Management Units**

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This presentation, given the current state of the EU and NATO’s communication on the Social Media and the evident superiority and efficiency of their opponents, discusses the need, to generate better communication capabilities, for a paradigm shift. This would favour the rapid and early deployment of narratives to support the messaging of the two main European institutions. Given that the Social Media are a fast-evolving complex framework, which we are still in the process of learning to interpret, it is advisable to put our emphasis on processes and methods, rather than tools. This presentation thus considers the problem from a Social Media Intelligence / Digital Media Management Units perspective. It discusses what the specific target of this kind of communication should be and how it is addressed by the EU and Alliance’s opponents. It then calls for a new paradigm that should include a detailed monitoring of specific discourse communities in order to generate the Language of the Neighbourhood. This is achieved by means of corpus linguistics techniques such as Audience Architecture and Reverse Language Engineering.