

**Vino e giovani:
due possibili volti della ribellione a una norma.
Alcune considerazioni sulle nuove forme
di comunicazione del vino**

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Abstract

Wine and Youth: Two different faces of rebellion. Some observations upon new forms of wine jargon

When we talk about the “wine vernacular of the young”, an expression that seems to be of great concern with the wine industry, we are actually (perhaps unconsciously) producing a series of fundamental sociological and semiotic implications with blurred contours we should rather try and keep well defined. For example: what do we mean by “the young”? Do they or do they not have their own language? Is there a difference between a language “for” and a language “of” the young? In order to answer those questions we choose to take into account an element often scarcely considered – the fact that contemporary aversion to fakery impacts on discourse about the product.

Keywords: semiotics; oeanogrammatology; wine vernacular; natural wine; logotechnique.