The Communication of Power and the Power of Communication

Case Studies on Rome through History

Lund University December 6-7, 2012

Programme

Thursday December 6th

ROME AS THE CENTRE OF POWER
Venue: University Main Building room 206

09.15-09.30 Welcome
Eva Wiberg, Lund University
Gunhild Vidén, University of Gothenburg
Jonas Carlquist, Umeå University

09.30-10.15 Paolo Mattera, Roma Tre University
Political Symbolism and Mass Movements in Contemporary Rome

10.15-11.00 Dick Harrison, Lund University
A Decaying Metropolis? Rome as a Holy Concept and a Centre of Power in the Early Middle Ages

11.00-11.30 Coffee

11.30-12.15 Simon Malmberg, University of Bergen
The Tiber: An Artery of Urban Communication

12.15-13.00 Barbro Frizell, Swedish Institute in Rome
Urban Space and Power in Pagan and Papal Rome

13.00-14.15 Lunch
Thursday December 6th

MULTIMODAL COMMUNICATION
Venue: University Main Building room 206

14.15-15.00  Edoardo Lombardi Vallauri, Roma Tre University
Linguistic Strategies in the Italian Advertising Industry

15.00-15.45  Karin Dahl, Swedish Institute in Rome
Italians and Swedes at Dialogue. Intercultural Communication
and Approaches to Power in the Encounter between North and
South Europe

15.45-16.15  Coffee

16.15-17.00  Verner Egerland, Lund University
Linguistic Perspectives on Romanization

17.00-17.45  Anna Blennow, University of Gothenburg
Communicating Rome. The birth of the guidebook genre between
the Middle Ages and the Renaissance.

19.30  Dinner
Friday December 7th

EVERYDAY LIFE
Venue: Palaestra room 105

09.15-10.00  Isabella Poggi, Roma Tre University
The Power of the Body in Political Debates. Multimodal Strategies to Raise one's Power and Lower the other's

10.00-10.45  Rolf Hugoson, Umeå University
Public Space in Rome: the Case of Piazza Colonna

10.45-11.15  Coffee

11.15-12.00  Lennart Pettersson, Luleå University of Technology
Research and Popular Culture: Intertwined in Historiography

12.00-12.30  Summary

12.30-13.30  Lunch

PANEL DISCUSSION
Venue: Palaestra Nedre

14.15-16.00  Communicating Rome – a City of Power

H.E. Ruth Jacoby, Swedish Ambassador in Rome
H.E. Angelo Persiani, Italian Ambassador in Stockholm
Dick Harrison, Professor of History
Ida Östenberg, Associate Professor in Ancient History
Tomas Lappalainen, Author and Cultural Commentator