



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
<i>Political Symbolism and Mass Movements in Contemporary Rome</i> |
| 10.15-11.00 | Dick Harrison, Lund University
<i>A Decaying Metropolis? Rome as a Holy Concept and a Centre of Power in the Early Middle Ages</i> |
| 11.00-11.30 | Coffee |
| 11.30-12.15 | Simon Malmberg, University of Bergen
<i>The Tiber: An Artery of Urban Communication</i> |
| 12.15-13.00 | Barbro Frizell, Swedish Institute in Rome
<i>Urban Space and Power in Pagan and Papal Rome</i> |
| 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
<i>Linguistic Strategies in the Italian Advertising Industry</i> |
| 15.00-15.45 | Karin Dahl, Swedish Institute in Rome
<i>Italians and Swedes at Dialogue. Intercultural Communication and Approaches to Power in the Encounter between North and South Europe</i> |
| 15.45-16.15 | Coffee |
| 16.15-17.00 | Verner Egerland, Lund University
<i>Linguistic Perspectives on Romanization</i> |
| 17.00-17.45 | Anna Blennow, University of Gothenburg
<i>Communicating Rome. The birth of the guidebook genre between the Middle Ages and the Renaissance.</i> |
| 19.30 | Dinner |

Friday December 7th

EVERYDAY LIFE

Venue: Palaestra room 105

- | | |
|-------------|--|
| 09.15-10.00 | Isabella Poggi, Roma Tre University
<i>The Power of the Body in Political Debates. Multimodal Strategies to Raise one's Power and Lower the other's</i> |
| 10.00-10.45 | Rolf Hugoson, Umeå University
<i>Public Space in Rome: the Case of Piazza Colonna</i> |
| 10.45-11.15 | Coffee |
| 11.15-12.00 | Lennart Pettersson, Luleå University of Technology
<i>Research and Popular Culture: Intertwined in Historiography</i> |
| 12.00-12.30 | Summary |
| 12.30-13.30 | Lunch |

PANEL DISCUSSION

Venue: Palaestra Nedre

- | | |
|-------------|--|
| 14.15-16.00 | <i>Communicating Rome – a City of Power</i>

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 |
|-------------|--|