

**Dr Paolo Sorrentino**  
(IULM University of Milan)  
*Chair: Dr Tatsuma Padoan*



## **“Rebrewing the Social: How Beer Brands Design Political Identities”**



**Wednesday 25 September 2024, 17.00-19.00, WW6**  
**West Wing, UCC – ALL WELCOME**

Beer has always been a privileged object of study for semioticians, from early analyses of aesthetic experience developed by Jean-Marie Floch in his *Diary of a Beer Drinker* (1997) to Eric Landowski's study on the forms of sociality inscribed in advertising discourse (2003). The talk will follow in this tradition to consider the new communication strategies of beer brands. By directly engaging with the semiotic analysis of case studies we will examine new brand rhetoric, glocalisation strategies, and forms of aesthetic communication. We will try in this way to show how beer brands involve both aesthetic and political dimensions.

**Dr Paolo Sorrentino** is Adjunct Professor of Philosophy and Theory of Languages at IULM University in Milan. His main lines of research concern the Semiotics of Communication, the study of glocalisation and the analysis of brand rhetorics. His recent publications include: *Roma. Piccola storia simbolica* (La Lepre, 2019), *Isolanità. Per una semiotica culturale delle isole* (Aracne, 2020), “Meta-Fashion. Dynamics of resemantization” (*VS Quaderni di studi semiotici*, 2022), “The Glocal View. Semiopolitical Definitions” (*Zeitschrift für Semiotik*, 2023). **SENSA Lab\***



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