

CONTENTS

Lucia Abbamonte <i>English media idioms of US confrontations across cultures: the Charleston Massacre - white supremacy vs African American dignity</i>	9
Barbara Cappuzzo <i>Medical metaphors in economics news articles in English and Italian</i>	27
Mariagrazia De Meo <i>From exhibitions to the screen: the challenges of subtitling art from English into Italian</i>	49
Paolo Donadio <i>Post-trip narratives. A cross-cultural analysis of UK and Italian tourists' online accounts</i>	65
Antonio Fruttaldo and Marco Venuti <i>A cross-cultural discursive approach to news values in the press in the US, the UK and Italy: the case of the Supreme Court ruling on same-sex marriage</i>	81
Alba Graziano <i>Marketing food through translation: an analysis of a hundred menus from Lazio</i>	99
Pietro Luigi Iaia <i>Linguistic and extralinguistic strategies of hybridization, simplification and reformulation in English and Italian multimodal popularized discourse</i>	115
Adriano Laudisio <i>The adaptation of legal Culture-Specific References in cross-cultural rewriting: the case of legal drama</i>	131
Anna Franca Plastina <i>Online health promotion: the cross-cultural construction of biopedagogical discourses of childhood obesity</i>	159
Virginia Pulcini and Matteo Milani <i>Neo-classical combining forms in English loanwords: evidence from Italian</i>	175
Margaret Rasulo <i>Packaging anti-terrorist attitudes through the powerful language of colouring books</i>	197
Giorgia Riboni <i>Languages for Specific Purposes on YouTube: a cross-cultural and cross-linguistic analysis of English and Italian makeup tutorials</i>	231
Notes on contributors	251
Instructions for contributors	255