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An ontology for digital rhetoric analysis
A case study: Attilio Bertolucci's *La camera da letto*

This paper will present a digital rhetoric analysis of Attilio Bertolucci's masterpiece *La camera da letto*, focusing on the annotation process and the rhetorics model underpinning such analysis. In the process, it will propose and develop a methodology for the study of rhetorics in poetic digital works through an ontology project called RAOP (Rhetorical Annotation Ontology Project). Thus the paper will show the advantages that digital editing brings to our understanding of a poetic text and will highlight its powerful techniques of synthetic and analytic investigation (Sinclair e Rockwell, 2012). The rhetorical model that has guided the creation of this tool is based on the use of technologies associated with Linked Data and the Semantic Web.

The paper will begin by sketching out theories of knowledge representation that produce specific concepts and require a new digital process to build and establish methods and tools for editing and analyzing texts. It will reflect on the choice of the text encoding language used for RAOP and on the descriptive model created to identify rhetorical features for digital literary studies. Built on RDF, RAOP encompasses the theoretical perspectives of classical and modern rhetorics and has both a hierarchical and a non-hierarchical structure. The paper will explain the choice of the encoding model and propose a hypothesis for the representation and retrieval of data. It will show how the modelling process of text encoding and data retrieval reveals new evidence that redefines the way in which the poem may be read and analysed, whilst also unveiling crucial procedures performed by editors.

The digital rhetorical analysis performed for *La camera da letto* aims to question the relation between Italian poetry and prose in the second half of the twentieth century. In doing this, it will bring out the creative process employed by Bertolucci, that is, stretching the structural model of the poem's rhetorical aspects. *La camera da letto* had already staged and problematised the encounter between the traditional genres of verse and novelistic prose.

In the last section, the paper will focus on the conception of the role of quantification (Flanders, 2009) and how data can be read by computers within a text's encoding structure. I will then use the methodologies, practices and interpretative processes of literary studies in order to construct a narration and interpretation of the data retrieved.