



# Pixel Conference

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Breaking the “Cultural Bubble” through  
the Immersive Model

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# Cultural Bubble

The idea of “filter socio-cultural bubble” refers to the tendency to create a socio-cultural and linguistic context in which an individual builds relationships and networks.

(Holliday, 1999)

# Study Abroad Context

HOST  
CULTURE

In the study abroad system a “cultural bubble” generally refers to a physical or ideal place where students replicate their original framework of reference.

# Study Abroad context

Ethnocentric  
outlook

Ethnorelative  
outlook

# First phase – difensive approach

HOST  
CULTURE

- Language
- Age
- Culture
- Framework of references

# Immersive approach

HOST CULTURE



- Language
- Age
- Culture
- Framework of references

# Florence as Classroom





Leaving-  
learning  
community


Theatre for  
immersive  
model

Florence

Place for  
negotitation of  
values

Cultural,  
linguistic and  
artistic resource





**Intrinsic motivation toward an opportunity to immerse in the service of others - use of their own language**



**Activities prepared in cooperation with the host institution**



**Group-works in order to prepare activities**



# Italian language:

A tool toward socio-linguistic competence

The framework for the immersive project

The extension toward the host culture

Transition toward extrinsic motivation

# Italian language

Intrinsic  
motivation

Extrinsic  
motivation

Breaking  
the  
bubble