

My PhD thesis will be about pleasure experiences questions induced by texts amongst wine texts; this text will be a small sample of my intentions. My purpose is to study, in wine industry, a consumption society based, by one hand, on the search for the hedonistic experience, and by the other hand, on consumer's profile. I will also identify linguistic strategies at micro and macro textual levels that promote hedonism on texts consumer about wine. Finally, I will prove that the first experience is the textual one that leads to the purchase of the wine and to the second experience, the sensorial one.