

RESEARCH INTERESTS Applied Linguistics, Corpus-Assisted Discourse Studies, Digital Ethnography, Discourse and Critical Discourse Analysis, English for Specific Purposes, Genre Analysis, Multimodality.
Current fields of enquiry: science and technology (the smart city, the Internet of Things, big data) and knowledge dissemination; heritage and place branding; linguistic, discursive and semiotic aspects of new media communication; tourism discourse.

JOB TITLES

November 2020 **National Scientific Qualification for Full Professorship (Academic Recruitment Field 10/L1 - English and Anglo-American Languages, Literatures and Culture; Academic Discipline L-LIN/12: English Language and Translation), by unanimous decision.**

February 2015 - to date **Associate Professor of English Language and Translation**
Department of Studies in Language Mediation and Intercultural Communication
Università degli Studi di Milano, Italy

April 2005 - January 2015 **Tenured Researcher in English Language and Translation**
Department of Studies in Language Mediation and Intercultural Communication
Università degli Studi di Milano, Italy

2002-2004 **Adjunct Professor of English**
Department of Political Sciences
Università degli Studi di Milano, Italy

1992-1999 **Adjunct Professor of English**
IULM (Istituto Universitario di Lingue Moderne), Milan, Italy

1988-1989 **Lecturer in Italian**
Harvard University, Cambridge (MA), USA

1987-1988 **Lecturer in Italian**
Clark University, Worcester (MA), USA

EDUCATION AND TRAINING

2003 **PhD in English**
Department of Historical and Critical Studies
School of Arts and Social Sciences
Northumbria University, Newcastle, UK

1987 **Degree in Modern Languages and Literatures (English, French, German)**
Università degli Studi di Milano, Italy
Final evaluation: 110/110 *cum laude*

ADDITIONAL INFORMATION

Selected publications
(2020). Legal and Ethical Issues in Big Data Discourse. In Tessuto, Girolamo / Bhatia, Vijay K. / Breeze, Ruth / Brownlees, Nicholas / Solly, Martin (eds) *The Context and Media of Legal Discourse*. Legal Discourse and Communication Series. Newcastle upon Tyne: Cambridge Scholars Publishing, 100-115.
(2019). Ethical Concerns over Facial Recognition Technology. *Anglistica AION: An Interdisciplinary Journal* 23(1), 83-92.
(2019). *Framing Big Data: A Linguistic and Discursive Approach*. Basingstoke and New York: Palgrave Macmillan.

- (2017). Discursive Pitfalls of the ‘Smart City’ Concept. In Mottura, Bettina / Osti, Letizia / Riboni, Giorgia (eds) *Media and Politics: Discourses, Cultures, and Practices*. Newcastle upon Tyne: Cambridge Scholars Publishing, 436-453.
- (2017). Chinese Travel Blogs in English: A Cross-Cultural Discursive Perspective. In Bulfoni, Clara / Lupano, Emma / Mottura, Bettina (eds) *Sguardi sull’Asia e altri scritti in onore di Alessandra Cristina Lavagnino*. Milano: LED, 313-329.
- (2017). ‘A Luxury You Can Afford’: High-End Tourism in Travel Blog Discourse. In Gotti, Maurizio / Maci, Stefania / Sala, Michele (eds) *Ways of Seeing, Ways of Being: Representing the Voices of Tourism*. Bern: Peter Lang, 179-196.
- (2017). Mitologie del cibo all’Expo 2015. In Garzone, Giuliana / Calvi, Maria Vittoria / Bajini, Irina / Sergio, Giuseppe (eds) *Parole per mangiare. Discorsi e culture del cibo*. Milano: LED, 341-354.
- (2017). The Internet of Things in the Smart City: A Discourse-Analytic Approach. In Ruiz Miyares, Leonel / Álvarez Silva, Maria Rosa / Muñoz Alvarado, Alex (eds) *Nuevos Estudios Sobre Comunicación Social*. Vol. 2. Santiago de Cuba: Ediciones Centro de Lingüística Aplicada, 746-750.
- (2016). Reclaiming Heritage for UNESCO: Discursive Practices and Community Building in Northern Italy. In Griffiths, Mary / Barbour, Kim (eds) *Making Publics, Making Places*. Adelaide: University of Adelaide Press, 75-93.
- (2016). Travel Blogs and Lists of Suggestions. In Garzone, Giuliana / Heaney, Dermot / Riboni, Giorgia (eds) *Language for Specific Purposes: Research and Translation across Languages and Cultures*. Newcastle upon Tyne: Cambridge Scholars Publishing, 395-411.
- (2015). Cultural Heritage in the Discourse of European Institutions. *LCM Languages Cultures Mediation*, 2(2), 117-130.
- (2015). Shifting Borderscapes of London in Monica Ali’s Narrative. In Brambilla, Chiara / Laine, Jussi / Scott, James W. / Bocchi, Gianluca (eds) *Border Imaginations, Imaginaries and Images: From Bordering to Borderscapes*. Farnham: Ashgate, 205-213.
- (2015). *City Branding and New Media: Linguistic Perspectives, Discursive Strategies and Multimodality*. Basingstoke and New York: Palgrave Macmillan.
- (2012). Online Branding from Hybrid Ads to Corporate Tweets. In Campagna, Sandra / Garzone, Giuliana / Ilie, Cornelia / Rowley-Jolivet, Elizabeth (eds) *Evolving Genres in Web-mediated Communication*. Bern: Peter Lang, 311-330.
- (2012). L’heritage in rete: social media e promozione del territorio. *Altre Modernità, 2012: Confini mobili: lingua e cultura nel discorso del turismo*, 233-247.
- (2012). City Branding and Social Inclusion in the Glocal City. *Mobilities* 7(1), 13-31.
- (2011). Blogging 9/11 and Memory Discourse. *Altre Modernità, special issue, 2011: 9/11/2011*, 279-294.
- (2011). Food for Thought: The Discursive Rehearsal of the Milano Expo 2015. In Garzone, Giuliana / Gotti, Maurizio (eds) *Discourse, Communication and the Enterprise: Genres and Trends*. Bern: Peter Lang, 325-340.
- (2010). From Book to Film: The Semiotics of Jewishness in Oliver Twist. *Dickens Quarterly* 27(4), 307-320. Reprinted in Glavin, John (ed.) (2012). *Dickens Adapted. A Library of Essays on Charles Dickens*. Burlington (VT): Ashgate, 257-270.
- (2009). Fra consumo e utopia. Il cibo planetario all’Expo 2015. *Culture della sostenibilità* 3(6), 35-49.

- Boards** December 2018-to date: Professor in charge of Corruption Prevention and Transparency at department level.
- 7 July 2017-12 March 2018: External reviewer and member of the Board of Examiners. PhD Candidate: Esterina Nervino. Chief supervisor: Prof. Winnie Cheng. Title of the thesis: ‘Luxury Is The New Black: A Social Semiotic Analysis of Luxury Branding Discourse’. The English Department, The Hong Kong Polytechnic University.
- October 2013-to date: Doctoral School of Linguistic, Literary and Intercultural Studies in European and Extra-European Perspectives, Università degli Studi di Milano. On the admission panel of the Doctoral School for a.y. 2017-18.
- October 2010-September 2013: Doctoral School of Foreign Languages, Literatures and Cultures, Università degli Studi di Milano.
- October 2016-May 2018: board member, Joint Council of the Central Library of Law and Humanities Biblioteca di Studi Giuridici e Umanistici, Università degli Studi di Milano.
- December 2014-May 2018: board member, Humanities Section, Central Library of Law and Humanities, Università degli Studi di Milano.
- May 2013-to date: board member, Library of Intercultural Mediation and Communication, Sesto San Giovanni (MI).

Memberships, affiliations,
editorial committees

January 2011-to date: CLAVIER: Corpus and Language Variation in English Research, Interuniversity Research Centre, based at the University of Modena-Reggio Emilia.

Member of:

AIA: Associazione Italiana di Anglistica

ESSE: The European Society for the Study of English

January 2011-to date: Scientific and editorial committee of the *Mondi Migranti* journal, in charge of the Arts in Migration section on the languages and discourses of migration.

April 2005- December 2010: Scientific committee of *Culture*, Annals of the Department of Contemporary Languages and Cultures, Faculty of Political Science, Università degli Studi di Milano.

Manuscript reviewer: *Altre Modernità*, Cambridge Scholars Publishers, *Cities*, *CRIANDO*, *IEEE Transactions on Affective Computing*, *LCM - Languages Cultures Mediation*, *M/C Journal*, *Parliamentary Affairs*, *Pasos*, *Représentations*, Routledge, Spaggiari editore, *Third World Quarterly*, *Visual Communication*.

Research projects

International Projects

2021: 4EU+ Mini grant 'Transnational Legal Communication on COVID19: From Institutional to Popular Discourse' (with University of Warsaw as PI, University of Copenhagen, Charles University, Prague, and RWTH Aachen University)

2015-2017: 'Framing and Reframing the Smart City: Research Settings, Discourses and Practices', 'Citizens and Governments as Partners: A Discursive Approach', with Prof. Mary Griffiths, University of Adelaide, Adelaide, South Australia. Co-investigator.

National Projects

February 2017-February 2020: National Research Programme (PRIN 2015TJ8ZAS) 'Knowledge Dissemination across Media in English: Continuity and Change in Discourse Strategies, Ideologies, and Epistemologies'. Milan group's research topic: 'Dissemination of Knowledge about Sensitive Bioethical Issues'. Member.

September 2008-October 2010: National Research Programme (PRIN 2007JCY9Y9) 'Tension and Change in English Domain-Specific Genres'. Milan group's research topic: 'Genre Variation in Corporate Communication across Media and Contexts: Theoretical Issues and Applications'. Member.

January 2006-February 2008: National Research Programme (PRIN 2005109911) 'Identity and Culture in English Domain-Specific Discourse'. Milan group's research topic: 'Specialised Communication, Culture and Identity in International Business and Economics: Linguistic and Pragmatic Aspects'. Member.

Department Projects

2020 Research Development Plan: 'Framing and Persuasion in Specialised Discourse: Linguistic and Cognitive Aspects'; 'Environmental Discourse between Global and Economic History and Sociology of Cultural Production'.

2019 Research Development Plan: 'Rhetoric, Persuasion and Deliberation in Social Controversies in English (also as a Lingua Franca)'. Member.

2018 Research Development Plan: 'Specialised Communication and Persuasion: Conflict and Mediation in Sociotechnical Controversies'. Member. 'New Educational Methods for Active Citizenship'. Member.

2017 Research Development Plan: 'The Representation of Sensitive Issues in Scientific and Popularised Communication: Linguistic and Ethical Perspectives'. Member.

2016 Research Development Plan: 'Contemporary Representations of Bioethical Issues: Linguistic and Discursive Perspectives'. Member.

2015 Research Development Plan: 'Contemporary Representations of Bioethical Issues across Media, Genres and Cultures: Linguistic and Discursive Perspectives'. Member.

2014: Research Development Plan: 'Specialised Discourses: Research, Translation, Teaching'. Member.

2008: 'Language and Discourse in Public Communication' (PUR 2006-2008). Member.

2007: 'Specialised Discourse, Genre Theory and New Forms of Communication' (PUR 2006-2008). Member.

2006: 'Textual Genres and Discursive Practices in Multimodal Communication: Theoretical Issues and Applications' (PUR 2006-2008). Member.

Visiting scholarships, grants and awards

24-29 April 2017: Visiting Scholar, Linguistics, Section of the School of African and Gender Studies, Anthropology and Linguistics, University of Cape Town, Cape Town, South Africa.
3 August-2 September 2016: Visiting Scholar, Department of Media, University of Adelaide, Adelaide, Australia.
March 2016: Performance-based Incentive, Università degli Studi di Milano.
1 August-15 September 2015: Visiting Scholar, Department of Media, University of Adelaide, Adelaide, Australia.
August 2013: 2012 monograph *Representing the City* is awarded 'Università per l'EXPO 2015' logo and brand by the International Scientific Committee of the Municipality of Milan.
23-29 November 2008: Visiting Academic, Centre for Multimodal Research, Institute of Education, University of London.
24 August-2 September 2008: Erasmus Staff Mobility Grant, University of Wales, Lampeter. Work program 'Intersemiotic Translation: From Book to Film'.
Culture 2000, Cultural Commission of the European Community, translation project.
Ariane1998, Cultural Commission of the European Community, translation project.

Recent conference papers and talks

'The Linguistic Framing of Public Health Policies: Boris Johnson's Government during the Pandemic', COMET 2021: 19th International and Interdisciplinary Conference on Communication, Medicine, and Ethics (online), Università degli Studi dell'Insubria, Como, Italy, 28-30 June 2021.
'Cross-Border Health Data from Legislation to Implementation: A Critical Discursive Approach', 6th International Conference, Department of Medicine and Precision/CRILL (Centre for Research in Language and Law) (online), Università della Campania Luigi Vanvitelli, Naples, Italy, 20-22 May 2021.
'Gender Violence during the Covid-19 Pandemic in the British, Italian and German News Media'. With prof. Peggy Katelhön. Doctoral lesson, Doctoral School of Linguistic, Literary and Intercultural Studies in European and Extra-European Perspectives, Università degli Studi di Milano, 30 March 2021.
'Communication Strategies of Tourism Promotion during the COVID-19 Pandemic, PCTS12, 12th International Conference on Professional Communication and Translation Studies (online), Politehnica University of Timișoara, Romania, 26-27 March 2021.
'Age and Ageism in Greta Thunberg's Climate Activism', Ages2020 Age-Specific Issues: Language, Spaces, Technologies International Conference (online), Università degli Studi di Milano, 29-30 October 2020.
'"Fly Responsibly": Communication Strategies in Times of Flight Shaming', ALAPP 2020 10th International and Interdisciplinary Conference on Applied Linguistics and Professional Practice (online), NTNU Norwegian University of Science and Technology. Trondheim, Norway, 16-17 September 2020.
'"You Stole Our Future": Greta Thunberg's Speeches on Climate Change', 6th Linguaging Diversity International Conference (LD2019): Discourse and Persuasion 3.0: Identities in a Hybrid and Multimodal World, University of Zaragoza. Teruel, 24-27 September 2019.
'Cultural Heritage in the Digital Ecosystem: Matera 2019, European Capital of Culture', PCTS11 11th International Conference on Professional Communication and Translation Studies, Politehnica University of Timișoara, Romania, 4-5 April 2019.
'Algorithmic Ethics in Specialised and Popular Technodiscourse', CLAVIER 18 International Conference: Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives', Università degli Studi di Milano/Università IULM, 29 November-1 December 2018.
(keynote speaker) 'Heritage in Diverse Cities: A Discursive Perspective'. I-Land 2018 International Conference: Discourse and Diversity in the Global City, KU Leuven, Antwerp Campus, Belgium, 27-29 September 2018.
'Big Data and the Changing Language of Knowledge Dissemination', CERLIS 2018 International Conference, Università degli Studi di Bergamo, 21-23 June 2018.
'Legal and Ethical Issues in the Age of Big Data: An Interdiscursive Approach', CRILL (Center for Research in Language and Law) 5th International Conference - Legal Discourse: Context. Media and Social Power, Department of Law, Università della Campania Luigi Vanvitelli, 24 - 26 May 2018.
(guest speaker) 'Big Data in the Global News Media: A Linguistic and Discursive Approach', Department of English Seminar, The Hong Kong Polytechnic University, 13 March 2018.
'Big Data and Healthcare Ethics in News Media', 'Scientific Knowledge Transmission and Ethos in Contested Fields Political, Professional and Media Perspectives' Colloquium, Università degli Studi di Milano, Polo di Mediazione Interculturale e Comunicazione, Sesto San Giovanni, 6 October 2017.

'Big Data and (Bio)Ethics in the News Media', XXVIII AIA Conference, University of Pisa, 14-16 September 2017.

Personal information

I authorize the handling of personal information in this curriculum, according to D.Lgs n. 196/03 and following modifications and Regulations EU 679/2016 (General Regulations concerning Data Protection or GRDP) and art. 7 of University Regulations concerning protection of personal information.