

# **Curriculum Vitae et Studiorum**

**CECILIA LAZZERETTI**

**Researcher (RTD-A)**

**in LANGUAGE, TRANSLATION and LINGUISTICS – ENGLISH (ANGL-01/C )**

## **CONTACT**

Free University of Bozen-Bolzano

Faculty of Education

Regensburger Allee 16 – viale Ratisbona, 16

39042 Brixen – Bressanone (BZ), ITALY

Tel.: +39 0472 14134

[cecilia.lazzeretti@unibz.it](mailto:cecilia.lazzeretti@unibz.it)

## EDUCATION

2014 – **PhD in Human Sciences (curriculum in linguistic and literary studies)**

Department of Language and Cultural Studies

University of Modena and Reggio Emilia

**Research Project:** “Diachronic Evolution of Exhibition Press Announcements”.

Supervisor: Prof. Marina Bondi.

2010 – **MA in Languages for the Promotion of Cultural Activities (LM 38)**

Department of Language and Cultural Studies

University of Modena and Reggio Emilia

**Final Mark:** 110/110

1997 – **MA in Classical Philology (LM 14)**

Department of Classical Philology

University of Bologna

**Final Mark:** 110/110 summa cum laude.

## PROFESSIONAL QUALIFICATIONS

23/05/2023 - **National Scientific Qualification** (Abilitazione Scientifica Nazionale) as Associate Professor for the Competition Sector 10/L1 - LINGUE, LETTERATURE E CULTURE INGLESE E ANGLO-AMERICANA (ENGLISH AND ANGLO-AMERICAN LANGUAGES, LITERATURES AND CULTURES).

15/01/2021 – present: **Researcher** (RTD-A) in English Language and Linguistics (SSD ANGL-01/C ) at the Faculty of Education, Free University of Bozen-Bolzano.

01/04/2019 – 31/03/2020, and 01/02/2018 - 31/01/2019: **Research Assistant** in English Language and Linguistics (SSD ANGL-01/C ) at the Department of Culture, Politics and Society, University of Turin. Scientific Coordinator: Prof. Federico Sabatini.

01/01/2017 – 31/12/2020: **Lecturer** of English Language and Linguistics (SSD ANGL-01/C ) at the Department of Language and Cultural Studies, University of Modena and Reggio Emilia.

## CERTIFIED LANGUAGES

- German B2: June 2024, Free University of Bolzano's Language Centre
- English C1: September 2023, Free University of Bolzano's Language Centre

## RESEARCH ACTIVITIES

### Coordination of studies and scientific researches entrusted by qualified public or private institutions

February 2025 (submitted to funding agency): **Co-Investigator** of the project "*The Discourse of Sustainable Tourism*" - Call for international cooperation projects („Joint Projects“) Austria – South Tyrol\_Call 2024 Autonome Provinz Bozen Südtirol FWF Fonds zur Förderung der wissenschaftlichen Forschung. Principal Investigators: Ursula Lutzsky, Vienna University of Economics and Business (WU) and Maria Cristina Gatti, Free University of Bozen-Bolzano

January 2025 (submitted to funding agency): **Principal Investigator** of the project "*Bridging Linguistics and Graphic Design for Inclusive Museum Communication*" - 6<sup>th</sup> Call for Research Südtirol/Alto Adige 2024 Autonome Provinz Bozen Südtirol.

From 27/06/2024 - present: **Co-Investigator** of the RGC Project funded by the Hong Kong Research Grants Council RGC "[\*Towards inclusivity and accessibility: Discovering the linguistic resources of museum texts preferred by diverse audiences\*](#)". Principal Investigator: Dr. Xiaoyu Xu, Hong Kong City University. Project number: 11613824.

From 01/02/2024 - present: **Coordinator** of the research grant related to the [\*European Social Fund Plus\*](#) project aimed at promoting scientific research in support of economic and social development in South Tyrol (project code: ESF2\_f3\_0005) "*Empowering South Tyrol's Museums through Inclusive and Accessible Texts*". Principal Investigator: Prof. Demis Basso, Free University of Bozen/Bolzano.

April 2024 (not funded): **Principal Investigator** of the ID2024 Project to be funded by the Faculty of Education of the Free University of Bozen/Bolzano "*Sustainable Museum Communication: Fostering Inclusion through Language and Design*"

1 September 2021 – 31 December 2023: **Principal Investigator** of the RTD Project funded by the Faculty of Education of the Free University of Bozen/Bolzano (€ 26,000, 28 months, BW201D) "[\*Museum discourse in times of crisis: the South-Tyrol experience\*](#)" and scientific coordinator of the project-related research assistant Dr. Gianfranco Pastore

March 2022 (not funded): **Co-Investigator** of the PRIN 2022 Project "*The use of English in promoting natural tourism destination: environmental literacy and sustainability in landscape description*" coordinated by Maria Cristina Gatti, Free University of Bozen-Bolzano.

## **Coordination of, or participation in, research groups with national and/or international connections**

2022 - present: Participation in the **PRIN 2020 Project** "[Communicating transparency: New trends in English-language corporate and institutional disclosure practices in intercultural settings](#)", coordinated by Prof. Belinda Crawford, University of Pisa (€ 238,451.00 €; 36 months; Prot. 2020TJTA55 ), as a **Staff Member** of the Research Unit coordinated by Prof. Renzo Mocini, University "Roma3".

October 2021 – present: **Staff Member** of the ID Project funded by the Free University of Bozen-Bolzano (154.416,75 €, 36 months, BW2011) entitled "[English as an International Language for Tourism Communication in South-Tyrol](#)". Principal Investigator: Prof. Maria Cristina Gatti, Free University of Bozen-Bolzano.

2020 – Participation as an external member in the Project "*Professional Communication and Dissemination of Knowledge in the Digital Age*" funded by the Department of Language and Cultural Studies of the University of Modena and Reggio Emilia. Coordinator: Prof. Marina Bondi

01/04/2019 – 31/03/2020: **Research Assistant** at the Department of Culture, Politics and Society, University of Turin, for a 12-month research project entitled "*New Linguistic-Communicative Paradigms for Socio-Cultural heritage*". Scientific coordinator: Prof. Federico Sabatini

01/02/2018 – 31/01/2019: **Research Assistant** at the Department of Cultures, Politics and Society, University of Turin, for a 12-month research project entitled "*Museum Discourse -Towards Social Inclusiveness*". Scientific coordinator: Prof. Federico Sabatini.

2016 – 2018 – Participation in the **PRIN 2015 Project** entitled "*Knowledge Dissemination across Media in English: Continuity and Change in Discourse Strategies, Ideologies, and Epistemologies*" (Prot. 2015TJ8ZAS) as an external member of the Research Unit coordinated by Prof. Marina Bondi at the University of Modena and Reggio Emilia.

2015 – 2017 – Participation in the "*Cultural Heritage Lexicon*" project as a Staff Member of the LBC Research Unit (Research Unit on Multilingual Cultural Heritage Lexis) at the Department of Languages, Literatures and Intercultural Studies of the University of Florence.

## **Prizes and awards received for scientific activity**

2-16 March 2025: Visiting Research Scholar at the Department of Linguistics and Modern Language Studies of the Hong Kong Education University to conduct research related to the RGC-funded project "Towards inclusivity and accessibility: Discovering the linguistic resources of museum texts preferred by diverse audiences" (PI: Dr. Xiaoyu Xu, Hong Kong Education University)

February 2022: Recipient of the “2022 Emerging Scholar Award”, established by The Inclusive Museum Research Network, Common Ground Research Networks, University of Illinois (USA). <https://onmuseums.com/about/history/2022-conference>

January 2010: Recipient of a three-year excellence scholarship for the Doctoral School in Human Sciences at the University of Modena and Reggio Emilia (declined)

### **Direction or participation in editorial committees of journals**

Member of *The Journal of Communication and Media Studies* Editorial Board (ISSN (Online): 2470-9255 - ANVUR list of scientific journals Area 10  
DOI: <http://doi.org/10.18848/2470-9247/CGP>  
Further information on the journal is available at <https://oncommunicationmedia.com/journal/>

Member of *The International Journal of the Inclusive Museum* Editorial Board (ISSN 1835-2014 (Print) 1835-2022 (Online) – ANVUR list of scientific journals Area 13  
DOI: <http://doi.org/10.18848/1835-2014/CGP>  
Further information on the journal is available at <https://onmuseums.com/journal>

### **Affiliations**

October 2022 – present: member of the International Research Group **LinE - Language in Education**, based at the University of Trento - <https://languageineducation.eu/en/>

July 2021 – present: member of the Scientific Board of the **Centre for Academic Writing (CAW)** established at the Faculty of Education, Free University of Bozen - [www.unibz.it/it/faculties/education/centre-academic-writing/](http://www.unibz.it/it/faculties/education/centre-academic-writing/)

May 2024 - present: membro di **AELINCO**, Asociación Española de Lingüística del Corpus

2013 – present: member of the Research Group **CLAVIER (Corpus and Language Variation In English Research)**, founded by the Universities of Bergamo, Florence, Milan, Modena and Reggio Emilia, Rome 'La Sapienza', Siena and Trieste, and based in Modena - [www.clavier.unimore.it](http://www.clavier.unimore.it)

January 2021 – present: member of **AIA**, Associazione Italiana di Anglistica – [www.anglisti.it](http://www.anglisti.it)

March 2022 – present: member of **ICOM**, International Council of Museums – [www.icom.museum](http://www.icom.museum)

1998 – present: member of **Ordine Nazionale dei Giornalisti**, tessera n. 84545 – [www.odg.it](http://www.odg.it)

### **Training activities at qualified Italian or foreign institutes**

4-7 July 2022 - **Corpus Linguistics Summer School 2022** – Participation in the Online Summer School organised by the University of Birmingham

16 June 2022 - **Using Corpus Linguistics to Study Academic Writing: Direct and Indirect Approaches** - Keynote Speaker and Tutor: Niall Curry (University of Coventry, UK) - Workshop organised by the Centre for Academic Writing (CAW), Free University of Bozen-Bolzano.

3 February 2022 - **Using Statistics as a Practical Tool for Corpus Linguistics and the Analysis of Language: Exploring the Use of Corpus Tools** - Keynote Speaker and tutor: Vaclav Brezina (Senior Lecturer at the University of Lancaster, UK) – Participation in the online Workshop organised by CLAVIER (Roma – Sapienza Unit).

8 November 2021 - **Aston Corpus Linguistics Symposium** - Participation in the online Symposium organised by Aston University, UK

15 July 2021 - University of Queensland **Online MOOC Academic Writing** - Participation in the course organised by the University of Queensland, Australia, on the edEX platform

23 June 2021 - **Lancaster Symposium on Innovation in Corpus Linguistics** – Participation in the online Symposium organised by Lancaster University, UK

7-11 June 2021 – **Summer School on Digital Humanities and Digital Communication: Multimodality and Transmediality** – Participation in the online Summer School organised by the University of Modena and Reggio Emilia

30 November 2015 - **UCREL Online MOOC Corpus Linguistics: Method, Analysis, Interpretation** – Participation in the course organised by Lancaster University on the FutureLearn platform.

18 July – 22 August 2000 – **54. Internationaler Sommerkurs an der Christian-Albrechts-Universität Kiel: Sprache, Gesellschaft, Staat, Kultur** - Participation in the Summer School organised by Christian-Albrechts-Universität Kiel.

25 July – 20 agosto 1999 - **Internationale Ferienkurs für deutsche Sprache und Kultur der Universität Heidelberg: "Wandel und Kontinuität - Deutschland im europäischen Kontext"** – Participation in the Summer School organised by Ruprecht-Karls-Universität Heidelberg.

2-29 agosto 1998 - **Bayreuther Sommeruniversität für Interkulturelle Deutsch-Studien** – Participation in the Summer School organised by Institut für Internationale Kommunikation und Auswärtige Kulturarbeit" (IIK), Universität Bayreuth

3-23 agosto 1997 - **Bayreuther Sommeruniversität für Interkulturelle Deutsch-Studien** – Participation in the Summer School organised by Institut für Internationale Kommunikation und Auswärtige Kulturarbeit" (IIK), Universität Bayreuth

**Participation in the Academic Council and/or allocation of teaching responsibilities in the context of accredited research doctoral programmes approved by the Ministry**

2024/2025 – Teaching assignments within the framework of the PhD in General Pedagogy, Social Pedagogy, General Didactics and Disciplinary Didactics (38. Cycle), Faculty of Education, Free University of Bozen/Bolzano (7 hours) - Lectures on "English for Academic Purposes"

2023/2024 – Teaching assignments within the framework of the PhD in General Pedagogy, Social Pedagogy, General Didactics and Disciplinary Didactics (37. Cycle), Faculty of Education, Free University of Bozen/Bolzano (7 hours) - Lectures on “English for Academic Purposes”

2022/2023 – Summer School Ph.D. in Linguistics, jointly organised by University of Verona, Free University of Bolzano and Philipps Universität Marburg, Faculty of Education, Free University of Bozen/Bolzano – Seminar on “Exploring museum communication in the frame of discourse analysis” held on 13/05/2023 (1 hour)

2022/2023 – Teaching assignments within the framework of the PhD in General Pedagogy, Social Pedagogy, General Didactics and Disciplinary Didactics (37. Cycle), Faculty of Education, Free University of Bozen/Bolzano – Lecture on “Academic Writing with Corpora” held on 31/03/2023 (4 hours)

2021/2022 – Teaching assignments within the framework of the PhD in General Pedagogy, Social Pedagogy, General Didactics and Disciplinary Didactics (37. Cycle), Faculty of Education, Free University of Bozen/Bolzano - Seminar on 'Museum Discourse in Times of Pandemic' held on 04/05/2022 (2 hours).

2021/2022 – Teaching assignments within the framework of the PhD in General Pedagogy, Social Pedagogy, General Didactics and Disciplinary Didactics (37. Cycle), Faculty of Education, Free University of Bozen/Bolzano – Lecture on “Academic Writing with Corpora” held on 18/05/2022 (4 hours)

2020/2021 – Teaching assignments within the framework of the PhD in General Pedagogy, Social Pedagogy, General Didactics and Disciplinary Didactics (37. Cycle), Faculty of Education, Free University of Bozen/Bolzano – Lecture on “Academic Writing with Corpora” held on 18/04/2021 (4 hours).

### **Organisation of scientific panels and conferences**

**Co-organisation** of the AIA National Workshop "A Linguistic Lens on Narratives in Professional Settings", c/o Faculty of Education, University of Bozen/Bolzano, Brixen/Bressanone, 16-18 May **2024**.

**Co-organisation** of the Workshop “Chat GPT and AI writing tools: how can we respond in Higher Education?”, Free University of Bozen-Bolzano, Centre for Academic Writing, 3 November **2023**.

**Co-organisation** of the International Conference “*Storytelling as a Cultural Practice – Pedagogical and Linguistic Perspectives*”. Faculty of Education, Free University of Bozen-Bolzano, 8-9 October **2021**.

**Co-organisation** of the International Conference “*Inclusiveness in and through Museum Discourse*”. Department of Culture, Politics and Society, University of Turin. 19-21 February **2020**.

**Co-organisation** of the International Conference “*Museum Discourse. A Socio-cultural Agent for Change*”. Department of Culture, Politics and Society, University of Turin. 7 March, **2019**.

**Co-organisation** of the Workshop *"Museum Discourse. A workshop for museum practitioners"*. Department of Culture, Politics and Society, University of Turin. 20 May **2019**.

## **Participation in Scientific Conferences**

**Selected Speaker** (by peer review process): *"The Medium Guy and the Faithful Sentinel. A Multimodal Pragmatic Analysis of YouTube Health Gurus"*. IPrA Conference 2025, IPrA Association, Brisbane (Australia), 22-27 June **2025**.

**Selected Speaker** (by peer review process): *"Communicating sustainable tourism in a multilingual context: a corpus-assisted discourse analysis of English-language practices in digital communication"*. ABC Regional Conference 2025, NHH, Bergen, 4-6 June **2025**.

**Selected speaker** (by peer review process): *"Can you really not detox your body?" A Corpus-Assisted Analysis of Non-Transparency in Detox Discourse*. CLAVIER 2025 Conference, Tropea, 29-30 May **2025**.

**Selected speaker** (by peer review process): *"The beauty is in the detail 🌟' How do museums use emoji to express evaluation?"*. IADA Conference, Transilvania University of Braşov, 12-14 September **2024**.

**Selected speaker** (by peer review process): *"A corpus-assisted discourse study of museum exhibit labels"*. 15th International Corpus Linguistics Conference CILC2024, University of Las Palmas de Gran Canaria (Canary Islands, Spain), 22-24 May **2024**.

**Invited speaker**: *"Exploring Transparency and Persuasion in Detox Discourse: A Linguistic Analysis"*. "Expert and Lay Voices in Online Health Communication" Online seminar, Jagiellonian University, Krakow, 24 April **2024**.

**Selected speaker** (by peer review process): *"Framing sustainability in the tourism sector: the case of South Tyrol"*. CLAVIER 2023 Conference, Milan, 22-24 November **2023**.

**Selected speaker** (by peer review process): *'Taming toxins'. Exploring the Intersection between Science and Pseudo-Science in the Online Discourse about 'Detox'. – "Approaches to Digital Discourse Analysis – ADDA 4"*, Universität Klagenfurt, 12-14 October **2023**

**Selected speaker** (by peer review process): *"Name this medieval creature"*. *Playful uses of emoji in museum social media* – CityU-PolyU Joint conference: Talking Across the World & Business and professional communication in a changing world, Hong Kong, 16-18 May **2023**

**Selected speaker** (by peer review process): *"Communicating Tourism in the Post-Pandemic Era: the Case of South Tyrol"*. Regional Conference of the Association for Business Communication, Naples, 12-14 January **2023**.

**Selected speaker** (by peer review process): *"Yes, We are Open!"*. *How Museums of South-Tyrol are Dealing with Covid-19 Communication"*. International LinC (Linguaggi della Crisi) Conference, Bari, 1-2 December **2022**.

**Selected speaker** (by peer review process): *“Digital Tourism Communication in the Pandemic: the Case of South Tyrol”*. International LinC (Linguaggi della Crisi) Conference, Bari, 1-2 December **2022**.

**Selected Speaker** (by peer review process): *“Creating the Centre for Academic Writing at the trilingual Free University of Bozen-Bolzano: contexts and first steps”*. AIA30 Conference, University of Catania, 13-15 September **2022**.

**Selected speaker** (by peer review process): *“Exploring the Use of Emoji in Museum Social Network Sites”*. Sociolinguistics Symposium 24, Ghent University (Belgium), 13-16 July **2022**.

**Selected speaker** (by peer review process): *“The New Normal of Museum Communication in the Age of COVID”*. International Conference CADAAD2022, jointly organised by CERLIS (University of Bergamo) and Birmingham City University, Bergamo, 6-8 July **2022**.

**Selected speaker** (by peer review process): *“The New Normal of Museum Communication in the Age of COVID”*. XV International Conference “Rethinking the Museum”, The Inclusive Museum Research Network, Moore College of Art & Design Philadelphia (USA), 22-24 April **2022**.

**Selected speaker** (by peer review process): *“Dialogic Interaction between Player and Non-Player Characters in Animal Crossing: a Corpus-based Approach”*. International Conference CLAVIER2021, University of Modena e Reggio Emilia, Modena, 18-19 November **2021**.

**Invited Speaker:** *“Language, Narrative and Structure of Storytelling in Museum Communication: a Diachronic Approach”*. International Conference “Storytelling as a Cultural Practice – Pedagogical and Linguistic Perspectives”, Free University of Bozen/Bolzano, Brixen/Bressanone, 8-9 October **2021**.

**Selected speaker** (by peer review process): *“Communicating Sustainable Tourism in English and Italian. A Contrastive Analysis”*. International Workshop “Changing the (Cultural) Climate with Ecocriticism and Ecolinguistics”, University of Ferrara, Ferrara, 4-7 May, **2021**.

**Invited Speaker:** *“Museum-Oriented or Visitor-Oriented? The Spatial, Representational and Ideological Situatedness of Museums Online”*. International Conference “Inclusiveness in and through Museum Discourse”, University of Turin, Turin, 19-20 February, **2020**.

**Selected speaker** (by peer review process): *“We Hope You Share Your Thoughts with Us. The Illusion of Engagement in Museum Blogging”*. International Conference A-Mode Approaches to Multimodal Digital Environments: from Theories to Practices, University of Rome “Tor Vergata”, Rome, 20–22 June **2019**.

**Invited Speaker:** *“From the press release to social media: a pragmatic perspective on museum communication”*. International Conference “Museum Discourse. A Socio-cultural Agent for Change”, University of Turin, Turin, 7 March **2019**

**Invited Speaker:** *“Inclusion is not an on and off switch. We're constantly fine tuning it. A study on commitment to accessibility in museum websites”*. International Conference “Museum Discourse. A Socio-cultural Agent for Change”, University of Turin, Turin, 7 March **2019**

**Invited Speaker:** *“Linguaggio inclusivo e strategie di engagement nei siti web dei musei anglosassoni”*. Workshop “Museum Discourse. A workshop for museum practitioners”, University of Turin, Turin, 20 May, **2019**.

**Selected Speaker** (by peer review process): *“Nanotechnologies: where will they take us?”*. International Conference CLAVIER 2018 *Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives*. IULM, Milan, 29 November – 1 December **2018**.

**Selected Speaker** (by peer review process): *“From Press Releases to Social Media: a Pragmatic Perspective in Museum Communication”*. IPrA Conference 2017, IPrA Association, Belfast (UK), 16-22 July **2017**.

**Selected Speaker** (by peer review process): *“Do You Like Him?” “I Don't Dislike Him.” Stance Expression and Hedging Strategies in Female Characters of Downton Abbey. A Case Study*. CL 2015 - Corpus Linguistics Conference, Lancaster University, Lancaster (UK), 21-24 July **2015**.

**Invited Speaker**: *“Museums and Architectural Identity. An exploratory study on museum web presentations”*. Heritage Lexicography Workshop *“Past in present: the language of heritage”* - ICOMOS 2014, jointly organised by University of Florence and ICOMOS-International Council on Monuments and Sites, 14 November **2014**.

**Selected Speaker** (by peer review process): *“The Ups and Downs of compiling a Diachronic Corpus of Exhibition Press Announcements”*. International Workshop *“The Ins and the Outs of professional discourse research”*, jointly organised by ABC - Association for Business Communication, and University of Modena and Reggio Emilia, Modena, 6 - 7 March **2014**.

**Selected Speaker** (by peer review process): *“A landscape never goes out of style. Diachronic variation of exhibition press announcements”*. International Conference CLAVIER 2013 *“Corpus, Discussion and Genre Studies on Language Change: Work in Progress”*, University of Modena and Reggio Emilia, Modena, 23-24 November **2013**.

## **ACADEMIC PUBLICATIONS**

### **Monographs**

Lazzeretti, C. (2016). *The Language of Museum Communication: A diachronic perspective*. London: Palgrave MacMillan. ISBN 978-1-137-57148-9 **Scopus** eid=2-s2.0-85017058826

### **Journal Articles (Classe A – Anvur Area 10/A1)**

Xu, X., Nervino, E. & C. Lazzeretti. (in preparation). Strategic use of English linguistic resources in museum exhibit labels to enhance visitor engagement. To be submitted to *English for Specific Purposes*.

Xu, X., & C. Lazzeretti. (in preparation). Which Language Supports Art Accessibility? An Experimental Corpus Analysis of Disputed Museum Exhibit Labels To be submitted to *Language in Society*.

Gatti, M.C., Lazzeretti, C. and F. Vitali. (In preparation). *Shaping futurity in English Tourism Communication*. To be submitted to *English for Specific Purposes*

Burton, G.F., Lazzeretti, C., & Gatti, M.C. (2024). EAP teaching and learning in a multilingual context: challenges and implications. *Textus* 37(1): 87-108. DOI: 10.7370/114549

Lazzeretti, C. (2024). Language, narrative and structure of storytelling in museum communication: a diachronic approach. *Token. A Journal of English Linguistics* 16 (1): 251-275. DOI:10.25951/11266

Lazzeretti, C. (2023). Exploring the Use of Emoji in Museum Social Network Sites. *Discourse, Context & Media*. 53, 100697. ISSN 2211-6958 – Nominated and unanimously supported by the editorial team as Editors' Choice (September-December 2023)  
<https://doi.org/10.1016/j.dcm.2023.100697>. **Scopus** eid=2-s2.0-85152248589

Lazzeretti, C. (2023). Self-oriented or visitor-oriented? The spatial, representational and ideological situatedness of museums on line. *Lingue & Linguaggi*, 56, 223-237 - DOI <https://doi.org/10.1285/i22390359v56p223>

Lazzeretti, C., Gatti, M. C. (2022). English in Museum Communication: the case of multilingual South Tyrol. *ESP across Cultures*, 19. ISSN 1972-8247 - ISBN 979-12-5995-020-8 - DOI [http://dx.doi.org/10.4475/0208\\_5](http://dx.doi.org/10.4475/0208_5) **Scopus** eid: 2-s2.0-85169433536

Irsara, M., Lazzeretti, C., & Gatti M.C. (2023). Challenges and Opportunities of Globalised English Language Education. A Case Study of Trentino-South Tyrol. *Iperstoria*, 21(1), 49-66. <https://doi.org/10.13136/2281-4582/2023.i21.1268>

Gatti, M.C., Lazzeretti, C., Schmalz, V. (2022). Insights into the phonetic system of 21st century Falkland Islands English. *Lingue & Linguaggi*, 53, 189-210. ISSN 2239-0367, e-ISSN 2239-0359 - DOI 10.1285/i22390359v53p189

Lazzeretti, C. (2020). Communicating sustainable tourism in English and Italian. A contrastive analysis. *Linguae & - Rivista di lingue e culture moderne*, 2: 133-154. ISSN 2281-8952

Lazzeretti, C., Poppi, F. (2020). Nanotechnologies. Where should they take us? The popularization of nanosciences on the web: A discourse analytical approach. *Lingue e Linguaggi*, 34, special issue): 31-49. ISSN 2239-0367, e-ISSN 2239-0359

Lazzeretti, C. Poppi, F. (2019). "Children with autism or autistic children? Indexicality in the websites for parents of children with neurological conditions." *Token. A journal of English Linguistics*, 9: 35-57. ISSN 2299-5900

Lazzeretti, C. (2014). 'A landscape never goes out of style'. Diachronic lexical variation in exhibition press announcements. *Hermes* 52 (2.): 107-124. ISSN Online 1903-1785 and ISSN Print: 0904-1699 **Scopus** eid=2-s2.0-84969816012

## Journal Articles

Lazzeretti, C. (in preparation). A social semiotic analysis of emoji-image relations in Instagram posts. *Language & Dialogue*.

Lazzeretti, C. (accepted). Beyond Detox Myths. A Corpus-assisted Discourse Study of Science and Pseudoscience Online. *Communication & Medicine*.

Gatti, M. C., Lazzeretti, C. & Vitali, F. (2023). Navigating Uncertainty: Social Media Narratives of Tourism during COVID-19. *Lingue Culture Mediazioni / Languages Cultures Mediation*, 10 (2): 55-78. doi: <https://doi.org/10.7358/lcm-2023-002-gatt>

Lazzeretti, C., Gatti, M.C. (2023). Dialogic Interaction between Player and Non-Player Characters in Animal Crossing: a Corpus-based Approach. *Language and Dialogue* <https://doi.org/10.1075/ld.00136.laz> Scopus eid=2-s2.0-85159647133

Lazzeretti, C. (2021). "Inclusion is Not an On-and-Off Switch": A Study on Commitment to Accessibility on Museum Websites. *The International Journal of the Inclusive Museum* 14 (1): 107-117. doi:10.18848/1835-2014/CGP/v14i01/107-117. ISSN: 1835-2014 (Print) - ISSN: 1835-2022 (Online)

Lazzeretti, C. (2021). "We Hope You Share Your Thoughts with Us": The Illusion of Engagement in Museum Blogging. *The International Journal of the Inclusive Museum*, 14 (1): 11-28. doi:10.18848/1835-2014/CGP/v14i01/11-28. ISSN: 1835-2014 (Print)- ISSN: 1835-2022 (Online) Scopus eid=2-s2.0-85169433536

Lazzeretti, C. (2019). "I've been nowhere and done nothing". The characterization of Daisy Mason in the British drama 'Downton Abbey'. *Series. International Journal of TV Serial Narratives*. 5 (1): 33-44. ISSN 2421-454X/8966

Lazzeretti, C., Bondi, M. (2012). "A hypnotic viewing experience". Promotional features in the language of exhibition press announcements. *Pragmatics* 22 (3): 567-589. ISSN 1018-2101 DOI: <https://doi.org/10.1075/prag.22.4.02laz> Scopus eid=2-s2.0-84870871905

## Book Chapters

Gatti, M.C., Lazzeretti, C. and F. Vitali. In preparation. "Sustainability in Tourism Discourse: The Role of Evaluative Language". In Paola Catenaccio (ed), *Eco-Rhetoric: The Corporate Framing of Environmental Responsibility*.

Lazzeretti, C. Pastore, G. (2024). "Yes, we are open!" How museums of South-Tyrol have dealt with Covid-19 communication. In Stefania M. Maci & Mark McGlashan (eds), *(Critical) Discourse Studies and the (new?) normal. Analysing discourse in times of crisis*, Bern: Peter Lang (pp.165-189). ISBN: 9783034347679. **Scopus** eid=2-s2.0-85191856716

Lazzeretti, C. (forthcoming). Evaluation in Museum Communication. In Hocking, D. (ed.), *The Language of Art and Artists*, London: Palgrave Macmillan (ISBN pending).

Gatti, M.C., Lazzeretti, C. and Vitali, F. (2023). Framing sustainability in the tourism sector: the case of South Tyrol. In Nikitina, J., Paglialunga, L., and Paganoni, M.C. (eds.) *Clavier 2023 Book of Abstracts*. Università di Milano, Dipartimento di Lingue, Letterature, Culture e Mediazioni. ISBN: 9791280325983

Lazzeretti, C. and Gatti, M.C. (2021). *Dialogic interaction between player and non-player characters in Animal Crossing: A corpus-based approach*. In Bondi, M., Cacchiani, S. and Franceschi, D. (eds), *Clavier 2021 Book of Abstracts*. Università di Modena e Reggio Emilia – Dipartimento di Studi Linguistici e Culturali. ISBN: 9788890248504

Lazzeretti, C. (2019). Museums and architectural identity. An exploratory study of museum web texts. In Bondi, M., Cacchiani, S., Cavalieri, S. (eds), *Communicating Specialized Knowledge: Old Genres and New Media* (108 – 123). Newcastle: Cambridge Scholar Publishing, p. 49. ISBN 1-5275-3168-6

Lazzeretti, C. Poppi, F. (2018). Nanotechnologies. Where should they take us? In Heaney, D., Riboni, G., Brambilla, E. (eds), *Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives : Pre-Conference Proceedings*. Università degli Studi di Milano, pp. 1-4. - ISBN 9788894066333.

Lazzeretti, C. (2016). Exhibition Press Announcements: an evolving or dissolving genre? In Jacobs, G. /Alessi, G. M. (eds), *The ins and outs of business and professional discourse research: Reflections on interacting with the workplace*. London: Palgrave MacMillan (pp. 204-224) - Winner of the Distinguished Publication on Business Communication 2016, awarded by the Association for Business Communication. Print ISBN 978-1-349-57596-1 Online ISBN 978-1-137-50768-6

Stermieri, A., Lazzeretti, C. (2015). "Do you like him? I don't dislike him". Stance expression and hedging strategies in female characters of Downton Abbey. A case study. In Formato, F. and Hardie, A. (eds), *Corpus Linguistics 2015: Abstract Book*. UCREL, 320- 321. <http://ucrel.lancs.ac.uk/cl2015/doc/CL2015-AbstractBook.pdf>

### **Editorial and peer review activities**

Journals: *Discourse, Context & Media*; *European Journal of Applied Linguistics*; *Research in Corpus Linguistics*; *Digital Humanities Quarterly*; *Digital Scholarship in the Humanities*; *Cultus*; *Iperstoria*;

*Status Quaestionis; Lingue Culture Mediazioni - Languages Cultures Mediation (LCM Journal); Heritage & Society; Musica Docta.*

## **TEACHING AT UNIVERSITY LEVEL**

2024/2025 – **Exploring Inclusivity in Museum Language** (ANGL-01/C - BA in Communication Studies – 5 hour - Spring School Seminar) Faculty of Education, Free University of Bolzano-Bozen

2024/25 – **English for Social Work** (ANGL-01/C - MA in Social Work – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2024/25 - **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/2. Gruppe** (ANGL-01/C , MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2024/25 – **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/1. Gruppe** (ANGL-01/C , MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2024/25 – **Teaching of English and Learning Activities with Focus on Written Skills - 5. SFP gr. 2,** (ANGL-01/C , MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2024/25 – **Didattica della lingua inglese - approfondimenti** (ANGL-01/C , Percorsi universitari di formazione iniziale dei docenti della scuola secondaria di primo e secondo grado - Percorsi universitari abbreviati da 30 CFU – 4 hours), Faculty of Education, Free University of Bolzano-Bozen.

2023/24 – **Scientific Language Skills** (ANGL-01/C - MA in Musicology – 15 hours), Faculty of Education, Free University of Bolzano-Bozen.

2023/24 - **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/2. Gruppe** (ANGL-01/C , MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2023/24 – **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/1. Gruppe** (ANGL-01/C , MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2023/24 – **Teaching of English and Learning Activities with Focus on Written Skills - 5. SFP gr. 2,** (ANGL-01/C , MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2022/23 – **Corpus Linguistics** (ANGL-01/C – MA in Applied Linguistics – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2022/23 – **Scientific Language Skills** (ANGL-01/C - MA in Musicology – 15 hours), Faculty of Education, Free University of Bolzano-Bozen.

2022/23 – **Academic Writing – Intermediate Level** (ANGL-01/C - Centre for Academic Writing – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2022/23 – **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/2. Gruppe** (L-LIN 12, MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2022/23 – **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/1. Gruppe** (L-LIN 12, MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2022/2023 – **Teaching of English and Learning Activities with Focus on Written Skills - 5. SFP gr. 2,** (L-LIN 12, MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2021/22 – **Scientific Language Skills,** (ANGL-01/C - MA in Musicology – 15 hours), Faculty of Education, Free University of Bolzano-Bozen.

2021/22 – **Intermediate Course of Academic Writing,** (LIN/12 - Centre for Academic Writing – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2021/22 – **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/2. Gruppe,** (L-LIN 12, MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2021/22 – **Teaching of English and Learning Activities with a Focus on Written Skills - 5. Jahr/1. Gruppe,** (L-LIN 12, MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2021/2022 – **Teaching of English and learning activities with focus on written skills - 5. SFP gr. 2,** (L-LIN 12, MA in Primary Education – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2020/2021 - **Didaktik 3. Sprache: English in the classroom - English language teaching - 1. GRUPPE,** (L-LIN 12, MA in Primary Education – 40 hours), Faculty of Education, Free University of Bolzano-Bozen.

2020/2021 – **Didattica L3 - English learning in the classroom - approaches and methods - lesson planning and syllabus design in English language teaching LAB - 5. Master SFP –gruppo 3,** (L-LIN 12, MA in Primary Education – 40 hours), Faculty of Education, Free University of Bolzano-Bozen.

2019/2020 - **Intercultural Communication and Language Variation – English Language** (L-LIN 12, MA in Languages for communication in international enterprises and organizations (LACOM) – 30 hours), Department of Language and Cultural Studies, University of Modena and Reggio Emilia.

2018/2019 - **Intercultural Communication and Language Variation – English Language** (L-LIN 12, MA in Languages for communication in international enterprises and organizations (LACOM) – 30 hours), Department of Language and Cultural Studies, University of Modena and Reggio Emilia.

2017/2018 - **Intercultural Communication and Language Variation – English Language** (L-LIN 12, MA in Languages for communication in international enterprises and organizations (LACOM) – 40 hours), Department of Language and Cultural Studies, University of Modena and Reggio Emilia.

## **INSTITUTIONAL ACTIVITIES**

July 2024: Member of the Admissions Committee for the Single Cycle Master's Degree in Primary Education at the Faculty of Education, unibz, for the academic year 2024/2025.

September 2023: Member of the Degree Commission of the Single-cycle Master's Degree in Musicology at the Faculty of Education, unibz, for the academic year 2023/2024.

July 2023: Member of the Admissions Committee for the Single-cycle Master's Degree in Primary Education Sciences at the Faculty of Education, unibz, for the academic year 2023/2024.

July 2022: Member of the Admissions Committee for the Single-cycle Master's Degree in Primary Education Sciences at the Faculty of Education, unibz, for the academic year 2022/2023.

September 2022: Member of the Evaluation Committee for the Comparative Assessment Procedure for the award of a fixed-term contract for collaboration in research activities in the scientific-disciplinary sector ANGL-01/C (Language and Translation - English language) at the Faculty of Education, unibz. Research Project: EDiCoMC. English in the (digital) communication of multilingual communities. CUP: I84I20000070005.

April 2022: Member of the Evaluation Committee for the Comparative Assessment Procedure for the award of a fixed-term contract for collaboration in research activities in the scientific-disciplinary sector ANGL-01/C (Language and Translation - English language) at the Faculty of Education, unibz. Research Project: English as an international language for tourist communication in South Tyrol (EL4TourC) CUP: I85F21002670005.

December 2021: President of the Evaluation Committee for the Comparative Assessment Procedure for the award of a fixed-term contract for collaboration in research activities in the scientific-disciplinary sector ANGL-01/C (Language and Translation - English language) at the Faculty of Education, unibz. Research Project: Museum discourse in times of crisis: the experience of South Tyrol CUP: I85F21002520005.

July 2021: Member of the Admissions Committee for the Single-cycle Master's Degree in Primary Education at the Faculty of Education, unibz, for the academic year 2021/2022.

## **THIRD MISSION ACTIVITIES**

4 August 2023: publication of the article "Communication: A Matter of Emoji Play" in the newspaper SWZ - Südtiroler Wirtschaftszeitung

15 June 2023: organisation of the Seminar "Visitor Engagement in Hong Kong's Virtual Museums: The Role of Language", held by Dr. Xiaoyu Xu, City University Hong Kong, as Visiting Researcher, c/o Faculty of Education, University of Bozen/Bolzano, Brixen/Bressanone

8 March 2023: organisation of the Seminar "Museum Communication in Times of Crisis: The Experience of South Tyrol", dedicated to operators and professionals of cultural heritage, c/o Faculty of Education, University of Bozen/Bolzano, Brixen/Bressanone

17 March 2021: "The illusion of engagement in museum blogging" - interview with uninews, institutional web channel of the University of Bozen/Bolzano - <https://www.unibz.it/en/news/137509-the-illusion-of-engagement-in-museum-blogging>