

University Academic Curriculum Vitae

Cecilia Lazzeretti

Education since leaving school

- 2014, PhD in Human Sciences, “Diachronic Evolution of Exhibition Press Announcements” (University of Modena and Reggio Emilia)
- 2010, MA in Design and management of cultural activities, “A Hypnotic Viewing Experience. A study on art press releases” (University of Modena and Reggio Emilia)
- 1998, MA in Classical Philology, “Il poemetto latino di Giovanni Pascoli ‘Canis’. Introduzione, traduzione e commento” (University of Bologna)

Present appointment

- Research Fellow (RtdA)
- 15/01/2021
- Freie Universität Bozen/Libera Università di Bolzano

- *Research and teaching in the scientific-disciplinary sector L-LIN / 12*
- *Design, compilation and analysis of textual and multimedia corpora with the aid of appropriate scientific tools and methods.*
- *Participation in the development of projects concerning the analysis of linguistic and cultural interactions characterized by phenomena of variety, linguistic fluidity and diversity of socio-cultural models in multilingual environments.*

Professional experience

From / to	Job title	Name of academic institution	Responsibilities
2017/2020	Adjunct Professor	University of Modena and Reggio Emilia, Department of Language and Culture Studies	<i>Teaching in the master's degree course in Languages for communication in international enterprises and organizations (LACOM); assistance to students as thesis supervisor or co-supervisor.</i>

2019	Research Fellow	University of Turin, Department of Culture, Politics and Society	<i>Research in the field of sustainable tourism discourse, with focus on multimodal analysis of websites.</i>
2018	Research Fellow	University of Turin, Department of Culture, Politics and Society	<i>Research in the field of museum communication, with focus on multimodal analysis of websites.</i>

Experience in academic teaching

- (2017 – 2020) - "Intercultural Communication and Language Variation – English Language", University of Modena and Reggio Emilia, Department of Language and Culture Studies - MA Course in "Languages for communication in international enterprises and organizations (LACOM)"
- (2012 – 2014) - "Language, culture and institutions of English-speaking countries", University of Modena and Reggio Emilia, Department of Language and Culture Studies - BA course in "European languages and cultures" (LCE)

Other academic responsibilities

- Co-organizer of the International Conference "Inclusiveness in and through museum discourse". February 19-21, 2020. University of Turin, Department of Culture, Politics and Society.
- Co-organizer of the Conference "Museum Discourse. A socio-cultural agent for change". March 7, 2019. University of Turin, Department of Culture, Politics and Society.
- Co-organizer of the Workshop "Museum Discourse. A laboratory for museum professionals". May 20, 2019. University of Turin, Department of Culture, Politics and Society.

Memberships

- 2016 – present - member of IPra, International Pragmatics Association - www.ipra.be
- 2015/2017 - member of the Research Unit on Multilingual Cultural Heritage Lexis at the Dept. of Languages, Literatures and Intercultural Studies of the University of Florence - www.lessicobeniculturali.net
- 2014 – present - member of ABC, Association for Business Communication - www.businesscommunication.org
- 2013 – present - member of the CLAVIER (Corpus and Language Variation in English Research) research group founded by the Universities of Bergamo, Florence, Milan, Modena and Reggio Emilia, Rome "La Sapienza", Siena and Trieste - www.clavier.unimore.it
- 1998 - present - member of the National Order of Journalists, card no. 84545 - www.odg.it

Publications

Authored books

- Lazzeretti, C. 2016, *The Language of Museum Public Relations: A diachronic perspective*. Palgrave MacMillan: London. (270 pp). DOI: 10.1057/978-1-137-57149-6

Edited books

- Sabatini, F. and Lazzeretti, C. (eds), forthcoming. *Museum Discourse. A Socio-cultural Agent for Change*. Palgrave MacMillan: London.

Chapters in books

- Lazzeretti, C. (forthcoming). "Inclusion is not an on-and-off switch". A study on commitment to accessibility in museum websites. In Sabatini, F. and Lazzeretti, C. (eds), *Museum Discourse. A Socio-cultural Agent for Change*. Palgrave MacMillan: London.
- 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* (pp. 108 – 123). Cambridge Scholar Publishing: Newcastle.
- Lazzeretti, C. 2016. Exhibition Press Announcements: an evolving or dissolving genre? In Jacobs, G. / Alessi, G. M. (eds), *The Ins and Outs of Researching Professional Discourse*. Palgrave MacMillan: London (pp. 204-224) - Winner of the Distinguished Publication on Business Communication 2016, awarded by the Association for Business Communication
- Lazzeretti, C. Poppi, F., 2018. Nanotechnologies. Where should they take us? In: Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives : Pre-Conference Proceedings / [a cura di] D. Heaney, G. Riboni, E. Brambilla. - [s.l.] : Università degli Studi di Milano, 2018. - ISBN 9788894066333. - pp. 1-4 (conference Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives held in Sesto San Giovanni in 2018).
- Stermieri, A. and 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. / Hardie, A. (eds), *Book of Abstracts of the International Conference Corpus Linguistics 2015*. Lancaster: Lancaster University, pp. 320- 321.

Journal articles in refereed academic journals

- Lazzeretti, C. (forthcoming). "Communicating sustainable tourism in English and Italian. A contrastive analysis". *Linguæ & - Rivista di lingue e culture moderne*

- Lazzeretti, C. (forthcoming). "We hope you share your thoughts with us. The illusion of engagement in museum blogging". *The International Journal of the Inclusive Museum*.
- Lazzeretti, C., Poppi, F., 2020. Nanotechnologies. Where should they take us? *Lingue e Linguaggi* Special issue, 34 : 31-49. DOI : 10.1285/i22390359v34p31
- 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. DOI: 10.25951/2956.
- 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. DOI: 10.6092/issn.2421-454X/8966
- Lazzeretti, C. 2014. 'A landscape never goes out of style'. Diachronic lexical variation in exhibition press announcements. *Hermes*. 52 (2): 107-124. DOI: <https://doi.org/10.7146/hjlc.v27i52.25138>
- Lazzeretti, C., Bondi, M.2012. 'A hypnotic viewing experience'. Promotional features in the language of exhibition press announcements. *Pragmatics* 22 (3): 567-589. <https://doi.org/10.1075/prag.22.4.02laz>

Other publications

- Lazzeretti, C. 2011. Review of "Per una fenomenologia del tradurre", by F. Nasi e M. Silver 2009. InTRAlinea. http://www.intralea.org/reviews/item/per_una_fenomenologia_del_tradurre
- Fini, C., Lazzeretti, C., Maggia, F. 2013. *Walter Chappell 1925-1953. Intervista con Robin Chappell*. Milano: Skira.

Further data

Presentations at scientific conferences over past 3 years

- Turin, 19-20 February, 2020. International Conference *Inclusiveness in and through Museum Discourse*. Delivery of the paper "Museum-oriented or visitor-oriented? The spatial, representational and ideological situatedness of museums on line". Invited speaker

- Rome, 20 June, 2019. International Conference *A-Mode*. Delivery of the paper *"We hope you share your thoughts with us. The illusion of engagement in museum blogging"*. Selected speaker
- Turin, 20 May, 2019. Workshop *Museum Discourse. A workshop for museum practitioners*. Delivery of the paper *"Linguaggio inclusivo e strategie di engagement nei siti web dei musei anglosassoni"*. Invited speaker
- Turin, 7 March 2019, International Conference *Museum Discourse. A Socio-cultural Agent for Change*. Delivery of the papers *"The language of museum communication"* and *"Inclusion is not an on and off switch. We're constantly fine tuning it. A study on commitment to accessibility in museum websites"*. Invited speaker
- Milan, 29 Nov – 1 Dec 2018, International Conference *CLAVIER 2018 Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives*. Delivery of the paper *"Nanotechnologies: where will they take us?"*. Selected speaker
- Belfast, 16- 22 July 2017. International Conference *IPrA 2017*. Delivery of the paper *"From the press release to social media: a pragmatic perspective in museum communication"*. Selected speaker

Language competence

- Italian: mother tongue
- English: C2
- German: C1
- French: A2

Date

15 January, 2021

Signature

