

PERSONAL INFORMATION

Paola Catenaccio

POSITION

Full Professor of English Linguistics and Translation

WORK EXPERIENCE

from February 1, 2000 to December 31, 2003	Lecturer in English, Università Cattolica del Sacro Cuore, Milan
From January 1, 2004 to November 30, 2010	Tenured Researcher, English Linguistics and Translation, Università degli Studi di Milano
From December 1, 2011 to October 31, 2016	Associate Professor, English Linguistics and Translation, Università degli Studi di Milano

ACADEMIC SERVICE

October 1, 2014 - current	Director of Studies, BA in Language Mediation and Intercultural Communication and MA in Languages and Cultures for International Communication and Cooperation
2012 - current	Board Member, Department of Studies in Language Mediation and Intercultural Communication
2013 - current	Board Member, Faculty of Political, Economic and Social Sciences
2013 - current	Board Member, School of Language Mediation and Intercultural Communication
2014 - current	Board Member, Faculty of Humanities
2013- 2017	Board Member (on behalf of UNIMI), European University Center at Peking University
2010-2012	Deputy Dean for International Relations, Faculty of Political Sciences, Università degli Studi di Milano

OTHER ROLES AND FUNCTIONS

2012 - current	Project evaluator, Italian Ministry of Education, University and Research
2011 - current	Evaluator, VQR (Research Assessment Exercise), ANVUR (National Agency for the Evaluation of Universities and Research Institutes); the assessment is carried out periodically.
2016	Member of the "Learning Outcomes" working group (ANVUR - National Agency for the Evaluation of Universities and Research Institutes) which evaluated possible criteria for the assessment of BA graduates' general competences.

EDUCATION AND TRAINING

1999-2000	M.A. in Applied Linguistics Birkbeck College University of London
1994-1998	PhD in English Literature (Doctoral Programme in Studies in Linguistics, Literature and Philology) Università Cattolica del Sacro Cuore, Milan I was the beneficiary of a research grant which enabled me to spend the entire duration of the PhD course in London, where I was able to study at King's College (University of London) make

extensive use of the resources in the British Library.

1989-1994 **Degree in Foreign Languages and Literatures (English and German)**

Università Cattolica del Sacro Cuore, Milan

PERSONAL SKILLS

Mother tongue(s) Italian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	B2	C1	B2	B2	B2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

Extensive experience in academic and institutional communication gained thanks to my past role as Deputy Dean for Internationalisation and my current one as Director of Studies.

Organisational / managerial skills

Extensive experience as Director of Studies for two large degree courses (one BA and one MA). Duties involve coordinating teaching activities, managing admission processes, liaising with multiple stakeholders in view of strategic planning initiatives, supervising and directing quality control processes, coordinating strategic development of degree courses on the basis of academic best practices and in light of current and projected job market demand.

Job-related skills

- Currently editor-in-chief of the international journal *Languages-Cultures-Mediation (LCM)* with
- extensive experience as editorial board member (*International Journal for Business - Communication*) and reviewer (multiple journals)
- Extensive experience as research project evaluator at both national and international level
- Participation in research quality assessment processes (Italy)
- Experience in grant writing
- Extensive experience in student supervision and mentoring (PhD level)
- Scientific oversight of international conferences and events
- Organisational skills related to international event organization

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Proficient user	Independent user	Independent user	Independent user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

- good command of Office suite (word processor, spread sheet, presentation software)
- some experience in website management
- extensive experience in web-content editing and adaptation for international audiences.

Driving licence

B

ADDITIONAL INFORMATION

Recent Publications

Articles in international journals (peer reviewed)

- Catenaccio, P. 2018. Web-mediated stakeholder communication in the biotech industry: the discursive construction of dialogic illusion. *Altre Modernità* 2018 n.s., 48-63. - ISSN 2035-7680.
- Catenaccio, P., 2015. Repertori retorici e negoziazione culturale nei racconti di vita di rifugiati: Lingua franca e implicazioni ideologiche. *Lingue e Linguaggi*. 16, pp. 111-138. e-ISSN: 2239-0359; ISSN: 2239-0367.
- Catenaccio, P. / Khonsari, T. 2017. The construction of a Civic Neighbourhood

as/through cultural production: a discourse analytical approach to participatory art and temporary architecture. *LCM Lingue Culture Mediazioni*. 4(2), pp. 13-33. Online ISSN 2421-0293 - Print ISSN 2284-1881.

- Catenaccio, P. / Garzone, G. / Sarangi, S. 2017. Engaging with Professional Practice across Domains through the Lens of Applied Linguistics. *LCM Lingue Culture Mediazioni*. 4(1), 5-11. Online ISSN 2421-0293 - Print ISSN 2284-1881.

Chapters in edited collections (peer reviewed)

- Catenaccio, P. 2018. The “Economicization” of CSR: A Linguistic Perspective. In Garzone, G. / Giordano, W. (eds.) *Discourse, Communication and the Enterprise: Where Business Meets Discourse*. Newcastle-upon-Tyne: Cambridge Scholars, pp. 209-229, ISBN 9781527508972.
- Garzone, G. / Catenaccio, P. / Grego, K.S. 2017. Perspectives on specialised and professional communication in times of rapid sociotechnical evolutions: an introduction. In Garzone, G. / Catenaccio, P. / Grego, K.S. / Doerr, R. *Specialised and professional discourse across media and genres*, Milan, Ledizioni, pp. 7-16, ISBN 9788867056552.
- Catenaccio, P. 2017. Negotiating discourses of healthcare across professional groups: a linguistic and discourse analytical study of a multi-party interaction In Garzone, G. / Catenaccio, P. / Grego, K.S. / Doerr, R. *Specialised and professional discourse across media and genres*, Milan: Ledizioni, pp. 35-55, ISBN 9788867056552.
- Catenaccio, P. / Garruccio, R. 2017. The Commodification of Loss. Advertising and the Rhetorical Exploitation of Post-Industrial Narratives as Myth-Reinforcing Symbols in Crisis-Ridden America. In Mottura, Bettina / Osti, Letizia / Riboni, Giorgia (eds) *Media & Politics. Discourses, Cultures, and Practices*. Newcastle-upon-Tyne: Cambridge Scholars. ISBN 9781527500228.
- Catenaccio, P., 2017. Markers of Trust: Epistemic Adverbs of Certainty and Restrictive Adverbs in CSR Reports. In Salvi, Rita / Turnbull, Judith (eds.) *The Discursive Construal of Trust in the Dynamics of Knowledge Diffusion*. Newcastle upon Tyne: Cambridge Scholars, pp. 88-107. ISBN 9781443843157.
- Catenaccio, P. / Garzone G. 2017. Codificare il ‘diritto alla città’ in un contesto multiculturale e plurilingue: la traduzione della Carta montrealense dei diritti e delle responsabilità. In Bulfoni, C. / Lupano, E., Mottura, B. (eds) *Sguardi sull’Asia e altri scritti in onore di Alessandra Cristina Lavagnino*. Milan: LED Edizioni, pp. 275-298. 9788879168267.
- Catenaccio, P. 2017. Caught between Profitability and Responsibility: Arguing Legitimacy in the Pharmaceutical Industry. In Ilie, Cornelia / Garzone, Giuliana (eds) *Argumentation Across Communities of Practice: Multi-disciplinary Perspectives*. Amsterdam: John Benjamins, pp. 127-228. ISBN 9789027211279.
- Catenaccio, P., 2017. Negotiating Futures in Socio-technical Controversies in the Media: Strategies of Opinion Orientation. In Breeze, Ruth / Olza, Inés (eds) *Evaluation in Media Discourse: European Perspectives*. Bern: Peter Lang, pp. 121-153. ISBN 9783034320146.
- Garzone, G. / Catenaccio P. 2016. Building shared values through rewriting: the case of the Montréal City Charter of Rights and Responsibilities. In Canepari, M. / Mansfield, G. / Poppi, F. (eds.) *Remediating, rescripting, remaking: language and translation in the New Media*. Roma: Carocci, pp. 180-193. ISBN 9788843075430
- Catenaccio, P. / Giglioni, C. 2016. CLIL Teaching at Primary School Level and the Academia/Practice Interface: Some Preliminary Considerations. In Garzone, Giuliana E. / Heaney, Dermot / Riboni, Giorgia (eds) *Focus on ESP Teaching: Developments and Issues*, Milano: LED Edizioni, pp. 791-210. 9788879167918.
- Catenaccio, P., 2015. The Representation of Gambling in Gambling Awareness Campaigns: The Discursive Construction of Addiction. In Gotti, Maurizio / Maci, Stefania M. / Sala, Michele (eds) *Insights into Medical Discourse*. Bern: Peter Lang, pp. 269-292. ISBN 9783034316941.
- Catenaccio, P. 2015. The Evolution of Business Discourse and the Emergence of the Corporate Social Responsibility Paradigm: An Investigation of CSR Reports. In Evangelisti Allori, Paola / Bateman, John A., Bhatia, Vijay K. (eds) *Evolution in Genre. Emergence, Variation, Multimodality*, Bern: Peter Lang, pp. 19-44, ISBN 9783034315333.

Edited volumes

- Garzone, G. / Catenaccio, P. / Grego, K.S. / Doerr, R. (ads) 2017. *Specialised and*

professional discourse across media and genres, Milan, Ledizioni, pp. 7-16, ISBN 9788867056552.

- Catenaccio, P. / Garzone, G. / Sarangi, S. (eds.) 2017. Professional Practice across Domains: Linguistic and Discursive Perspectives. *LCM Lingue Culture Mediazioni*, 4(1). Online ISSN 2421-0293 - Print ISSN 2284-1881.

Conference presentations (since 2015)

- 2019 Old, frail and dying? Representations of the elderly in social gerontology textbook. Paper presented at the *Seniors, foreign caregivers, families, institutions conference*, Università dell'Insubria, Varese, 9-10 April 2019.
- 2019 The (Mis)appropriation of semiotic and rhetorical resources in the discourse of sustainable agriculture. Paper presented at the conference *Specialized Discourse and Multimedia: Linguistic Features and Translation Issues*. Lecce, Università del Salento, 12-14 February 2019.
- 2018 Fashioning the Ethical Self: Corporate Agrobiotech on the Web. Paper presented at the conference *Knowledge Dissemination, Ethics and Ideology in Specialised Communication: Linguistic and Discursive Perspectives*. Milan, IULM and Università degli Studi di Milano, 29 November - 1 December 2018.
- 2018 Discursive strategies of legitimation on the web: stakeholder dialogue in the agrobiotech industry, paper presented at the *Language in webcare* conference, Ghent, 22-23 November 2018
- 2018 con G. Garzone, Ethical Knowledge and the Construction of (Community) Interpreters' Professional Role In Codes Of Ethics. Paper presented at the *ALAPP* conference, Cardiff, 17-20 September 2018.
- 2018 Seeking legitimation through dialogue in the biotech industry: Monsanto's 'Conversation', paper presented at the *ABC Europe* conference, Alcalá, 11-13 July 2018.
- 2018 Language authentication and symbolic power in refugees' narratives in ELF, Paper presented at the *ELF11 conference - ELF, migration and multilingualism*, London, King's College 5-7 July 2018.
- 2018 Bridging the gap between theory to practice in ethics education: a discourse-based approach to applied ethics. Paper presented at the conference *Scholarly Pathways: Knowledge Transfer and Knowledge Exchange in Academia CERLIS*, Bergamo, 21-23 June 2018.
- 2018 (Rhetorically) filling the gap(s) between ethics, compliance, and CSR: Volkswagen's web-mediated corporate communication strategies in the wake of Dieselgate. Paper presented at the *CRILL* conference - Università della Campania Luigi Vanvitelli, Caserta, 23-25 May 2018.
- 2017 Popularisation Strategies in Self-Help Medical Manuals In Late Xix Century America: Representing And Re-Defining Expert Knowledge For The Layman, paper presented at the *CLAVIER* conference 2017, Bari, 30 November - 2 December 2017.
- 2017 Agro-ecology and the fostering of new farmer identities: the professionalization of environmental stewardship, Paper presented at the *ALAPP 2017* conference, Ghent, 21-23 November 2017.
- 2017 with G. Garzone, Companies' Codes of Ethics in contested industries: discourse-analytical perspectives. Poster Presented at the *ABC* conference, Dublin, Ireland, 19-21 October 2017.
- 2017 The codification of conflict in the Times Higher Education Supplement; or "begging to differ" in academia. Paper presented at the *ESPRIT* conference, Milano, IULM, 28-30 June 2017.
- 2016 The discursive construction of a "dark tourism" destination: walking the fine line between the commodification of tragedy and the reification of collective memory on the 9/11 memorial and museum website. Paper presented at the conference *Ways of Seeing, Ways of Being: Representing the Voices of Tourism - CERLIS 2016*, Università degli Studi di Bergamo, 23-25 June 2016.
- 2015 Negotiating discourses of healthcare across professional groups: a linguistic and discourse-analytical study of a multi-party interaction. Paper presented at the conference *Language, Discourse and Action in Professional Practice - ALAPP 2015*, Università degli Studi di Milano, 5-7 November 2015.
- 2015 Intercultural negotiation in refugee storytelling: a preliminary study. Paper presented at the conference *Interculturality: Applied and Critical Perspectives. International EPIC conference*, KU Leuven, Campus Antwerpen, 15-16 October 2015.

International conventions -
scientific committee
(since 2015)

- 2018 *ABC conference Europe* “The ethics of/in business and professional communication. “, Alcalà, 11-13 July 2018.
- 2017 with G. Garzone, panel “Professional knowledge and ethos building in contested fields: the construction of reputation in emerging/controversial industries and professions”, *AIA conference*, Pisa, 14-16 September 2017.
- 2016 Workshop “Exploring bioethically-relevant discourse: research perspectives”, Università degli Studi di Milano, 21 October 2016.
- 2015 “Language, Discourse and Action in Professional Practice” -*5th International conference Applied Linguistics and Professional Practice (ALAPP)* conference, Università degli Studi di Milano, 5-7 November 2015.

Funded projects (participant)

- 2016-2018. *Dissemination across media in English: continuity and change in discourse strategies, ideologies, and epistemologies*. Italian Research Program of Significant National Interest. Principal Investigator: Marina Bondi (University of Modena and Reggio Emilia). Head of Milan Unit: G. Garzone.
- 2007-2011. *International Commercial Arbitration Practice: A Discourse Analytical Study* Principal Investigator: Prof. Vijai Bhatia funded by the City University Hong Kong. Website: enweb.cityu.edu.hk/arbitrationpractice.
- 2007-2009. *Generic and Disciplinary Variation in English Academic Discourse* Italian Research Program of Significant National Interest. Principal Investigator: M. Gotti (Università degli Studi di Bergamo). Head of Milan Unit: G. Garzone.
- 2005-2007. *Identity and Culture in English Domain-specific Discourse*. Italian Research Program of Significant National Interest. Principal Investigator: M. Gotti (Università degli Studi di Bergamo). Head of Milan Unit: G. Garzone.

Invited lectures and seminars

- 2018 Digital Humanities: An Adaptive Theory Approach (or, how delving deeper into data can play a role in theory development) “Delving deeper into data”, Bergamo, October 26th, 2018.
- 2013 Modulating belief in CSR reports: a corpus linguistic approach, Gent University, September 15th 2013.
- 2012 La redazione e traduzione di testi specialistici inglesi, Bergamo, November 9th 2012.
- 2012 La lingua inglese nel mondo delle professioni, Bergamo, 20th April 2012

Academic Associations and
Research Networks

- CLAVIER - Corpus and Language Variation In English Research
- NT&T (News, Text and Talk), Ghent University
- AIA - Associazione Italiana di Anglistica
- ESSE - European Society for the Study of English
- ABC - Association for Business Communication

Editorial Boards

- Member of the editorial board of the Association for Business Communication
- Subeditor for *IJBC (International Journal of Business Communication)* (SAGE),
- Editor-in-Chief of the international journal *LCM Lingue Culture Mediazioni - Languages Cultures Mediation* (Department of Language Mediation and International Communication. Università degli Studi di Milano)
- Reviewers for several scientific journals

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.

Date 19/04/2019