

Curriculum Vitae et Studiorum

CECILIA LAZZERETTI

Researcher (RTT)

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

CONTACT

Department of Political Science, Communication and International Relations

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EDUCATION AND TRAINING

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

01/09/2026 – present: **Researcher** (RTT) in English Language and Linguistics (SSD ANGL-01/C) at the Department of Political Sciences, Communication and International Relations, University of Macerata.

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 – 31/08/2026: **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.

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

- Certificate of Bilingualism (Italian/German, C1 level), March 2026, Autonomous Province of Bolzano
- German C1: September 2025, 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 research

01/02/2025 – 31/08/2026: **Coordinator** of a research grant in the context of 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*" and scientific coordinator of the project-related research assistant Dr. Noemi Grasso. Principal Investigator: Prof. Demis Basso, Free University of Bozen/Bolzano.

From 27/06/2024 - present: **Co-Investigator** of the GRF 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.

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 Investigator: Ursula Lutzsky, Vienna University of Economics and Business (WU).

2021 – 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

Participation in research groups

2022 - 2025: 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".

2021 – 2025: **Staff Member** of the ID Project funded by the Free University of Bozen-Bolzano (154.416,75 €, 36 months, BW201I) entitled "[English as an International Language for Tourism Communication in South-Tyrol](#)". Principal Investigator: Prof. Maria Cristina Gatti, Free University of Bozen-Bolzano.

2020 – 2022 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

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.

RESEARCH AWARDS

2-16 March 2025: International Research Collaboration Award – Education University of Hong Kong. Visiting Research Scholar at the Department of Linguistics and Modern Language Studies of the 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)

ACADEMIC AND PROFESSIONAL MEMBERSHIPS

Member of:

AELINCO, Asociación Española de Lingüística del Corpus

AIA, Associazione Italiana di Anglistica

CLAVIER, the Corpus and Language Variation in English Research Group

IADA, International Association for Dialogue Analysis

ICOM, International Council of Museums

IPRA, International Pragmatics Association

LinE, Language in Education Group, University of Trento

OdG, Ordine Nazionale dei Giornalisti Italiani

SCIENTIFIC AND ORGANIZING COMMITTEES

Co-organisation of the IPC20 Helsinki 2027 panel (with Darryl Hocking) "Building bridges across artistic cultures: Pragmatic and discourse-analytic approaches to art, value, and meaning", Helsinki, 27 June - 2 July **2027**.

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**.

INVITED SPEAKER – BA, MA, PHD SEMINARS AND WORKSHOPS

18 June 2026

University of Modena and Reggio Emilia

Seminar: *"Linguistic Accessibility as Inclusive Tourism Practice: A Discourse Analysis of Museum Texts Across Print and Digital Formats"*

13 March 2025

Education University, Hong Kong

Seminar: *"Evaluative language in museum communication"*

24 April 2024

Jagiellonian University, Krakow

Online seminar: *"Exploring Transparency and Persuasion in Detox Discourse: A Linguistic Analysis"*.

13 May 2023

Free University of Bozen

Summer School Ph.D. in Linguistics

Seminar: *"Exploring museum communication in the frame of discourse analysis"*

20 May 2019

University of Turin

Seminar: *"Linguaggio inclusivo e strategie di engagement nei siti web dei musei anglosassoni"*

7 March 2019

University of Turin

Seminar: *"From the press release to social media: a pragmatic perspective on museum communication"*.

14 November 2014

University of Florence

Seminar: *"Museums and Architectural Identity. An exploratory study on museum web presentations"*

CONFERENCE PRESENTATIONS

Selected Speaker (by peer review process): *"Disputed Museum Labels Through the Lens of CADS: Triangulating Corpus and Reception Analysis"*. Corpora & Discourse International Conference 2026, Lancaster University, UK, 23-25 June **2026**.

Selected Speaker (by peer review process): *"Self-healing bodies, spirits, and superhumans: patterns of magical thinking in the discourse of health influencers"*. XII International Symposium on Intercultural, Cognitive and Social Pragmatics (EPICS XII), Pablo de Olavide University, Seville (Spain), 27-29 May **2026**.

Selected Speaker (by peer review process): *"From the Label to the Artefact and Back Again: Exploring Visual-Verbal Relations in Multilingual Museum Communication"*. AIA31 Conference, University of Turin, 11-13 September **2025**.

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): *"Using corpus-assisted multimodal discourse analysis to study the discourse of health gurus: a case study of the 'Medical Medium'"*. ADDA Conference 2025, Tilburg, 21-23 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**.

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**.

Selected speaker (by peer review process): *"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**.

Selected speaker (by peer review process): *"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**.

Selected speaker (by peer review process): *"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**

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**.

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 AND EDITED VOLUMES

Lazzeretti, C. (2016). *The language of museum communication: A diachronic perspective*. London: Palgrave MacMillan. <https://doi.org/10.1007/978-1-137-57148-9> **Scopus** eid=2-s2.0-85017058826

Lazzeretti, C. (in preparation, contract signed on 16 February 2026). *Online health influencers: a multimodal discourse perspective*. Springer Nature.

BOOK CHAPTERS & CONFERENCE PROCEEDINGS

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 F. Formato & A. Hardie (Eds.), *Corpus Linguistics 2015: Abstract Book* (pp. 320–321). UCREL. <http://ucrel.lancs.ac.uk/cl2015/doc/CL2015-AbstractBook.pdf>

Lazzeretti, C. (2016). Exhibition press announcements: An evolving or dissolving genre? In G. Jacobs & G. M. Alessi (Eds.), *The ins and outs of business and professional discourse research: Reflections on interacting with the workplace* (pp. 204–224). Palgrave MacMillan. <https://doi.org/10.1007/978-1-137-50768-6> - 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 D. Heaney, G. Riboni, & E. Brambilla (Eds.), *Knowledge dissemination, ethics and ideology in specialised communication: Linguistic and discursive perspectives: Pre-conference proceedings* (pp. 1–4). Università degli Studi di Milano.

Lazzeretti, C. (2019). Museums and architectural identity: An exploratory study of museum web texts. In M. Bondi, S. Cacchiani, & S. Cavalieri (Eds.), *Communicating specialized knowledge: Old genres and new media* (pp. 108–123). Cambridge Scholar Publishing.

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

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

Lazzeretti, C., & Pastore, G. (2024). "Yes, we are open!" How museums of South-Tyrol have dealt with Covid-19 communication. In S. M. Maci & M. McGlashan (Eds.), *(Critical) Discourse Studies and the (new?) normal. Analysing discourse in times of crisis* (pp. 165–189). Peter Lang. <https://doi.org/10.18848/1835-2014/CGP/v14i01/107-117> **Scopus** eid=2-s2.0-85191856716

Lazzeretti, C. (2025). Evaluation in museum communication. In D. Hocking (Ed.), *The language of art and artists* (pp. 55–77). Palgrave Macmillan. https://doi.org/10.1007/978-3-031-89745-0_3

Gatti, M. C., Lazzeretti, C., & Vitali, F. ([accepted, in press](#)). Sustainability in tourism discourse: The role of evaluative language. In P. Catenaccio, M. C. Paganoni, & J. Nikitina (Eds.), *Framing sustainability: Language, culture, policy, and practice in environmental discourse*. Palgrave Macmillan.

Lazzeretti, C. ([accepted](#)). Using corpus-assisted multimodal discourse analysis to study the discourse of health influencers: a case study of the 'Medical Medium'. In I. Cenni & C. Schneider Ward (Eds.), *Multimodality in Digital Health Contexts*. Bloomsbury.

Lazzeretti, C. (2014). 'A landscape never goes out of style': Diachronic lexical variation in exhibition press announcements. *Hermes*, 52(2), 107–124.

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.

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, 31–49.

Lazzeretti, C. (2021). Communicating sustainable tourism in English and Italian: A contrastive analysis. *Linguae & – Rivista di lingue e culture moderne*, 2, 133–154.

Gatti, M. C., Lazzeretti, C., & Schmalz, V. (2022). Insights into the phonetic system of 21st century Falkland Islands English. *Lingue & Linguaggi*, 53, 189–210. <https://doi.org/10.1285/i22390359v53p189>

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> **Scopus** eid: 2-s2.0-105014166441

Lazzeretti, C., & Gatti, M. C. (2022). English in museum communication: The case of multilingual South Tyrol. *ESP across Cultures*, 19. https://doi.org/10.4475/0208_5 **Scopus** eid: 2-s2.0-85169433536

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

Lazzeretti, C. (2023). Exploring the use of emoji in museum social network sites. *Discourse, Context & Media*, 53, 100697. <https://doi.org/10.1016/j.dcm.2023.100697> **Scopus** eid=2-s2.0-85152248589 – Nominated by the editorial team as Editors' Choice (September-December 2023)

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. <https://doi.org/10.25951/11266>

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. <https://doi.org/10.7370/114549>

Burton, G., Vitali, F., Lazzeretti, C., & Gatti, M. C. (2026). How do university students ask GenAI to revise or proofread a text? A framework for analysing prompting strategies. *Journal of English for Academic Purposes*, 82, 101706.

Xu, X., Nervino, E., & Lazzeretti, C. ([under review](#)). Strategic use of English linguistic resources in museum exhibit labels to enhance visitor engagement. *ESP*.

Xu, X., & Lazzeretti, C. ([in preparation](#)). Which language supports art accessibility? An experimental corpus analysis of disputed museum exhibit labels. To be submitted to *International Journal of Corpus Linguistics*.

Lazzeretti, C. & Grasso, Noemi E. M. ([under review](#)). Linguistic Accessibility as a Pillar of Sustainable Tourism: A Discourse Analysis of Contemporary Art Exhibition Texts. *Textus*

JOURNAL ARTICLES (RIVISTE SCIENTIFICHE)

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>

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.

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. <https://doi.org/10.18848/1835-2014/CGP/v14i01/11-28> **Scopus** eid=2-s2.0-85169433536

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. <https://doi.org/10.18848/1835-2014/CGP/v14i01/107-117>

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

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. <https://doi.org/10.7358/lcm-2023-002-gatt>

Lazzeretti, C. (2025). Beyond the detox myth: A corpus-assisted discourse study of science and pseudoscience online. *Communication & Medicine*, 66(1), 1–11. doi: 10.3138/cam-2024-0020 **Scopus** eid=2-s2.0-105018325273

Lazzeretti, C. (2025). Emoji in dialogue with images: A multimodal social semiotic approach. *Language and Dialogue*. <https://doi.org/10.1075/ld.00211.laz> **Scopus** eid=2-s2.0-105017772520

Lazzeretti, C. (2026). AI-Supported Design of Teaching Units for English to Young Learners: A Case Study in Initial Teacher Education. *Education Sciences*, 16(4), 614. <https://doi.org/10.3390/educsci16040614>

EDITORIAL AND PEER REVIEW ACTIVITIES

Serving on the editorial board of:

The Journal of Communication and Media Studies (ISSN (Online): 2470-9255 - ANVUR list of scientific journals Area 10

DOI: <http://doi.org/10.18848/2470-9247/CGP>

<https://oncommunicationmedia.com/journal/>

The International Journal of the Inclusive Museum (ISSN 1835-2014 (Print) 1835-2022 (Online) – ANVUR list of scientific journals Area 13

DOI: <http://doi.org/10.18848/1835-2014/CGP>

<https://onmuseums.com/journal>

Reviewer of the journals: *ESP; Journal of Pragmatics; 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; Open Psychology; International Journal of Human-Computer Interaction.*

TEACHING

Professor's Score: 8,5¹

PHD LEVEL

2025/2026 – Teaching assignments for the PhD in General Pedagogy, Social Pedagogy, General Didactics and Disciplinary Didactics (39. Cycle), Faculty of Education, Free University of Bozen/Bolzano (7 hours) - Lectures on “English for Academic Purposes”

2024/2025 – Teaching assignments for 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 for 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 – Teaching assignments for 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)

¹ The score is based on the average evaluation of UNIBZ students from 2021 to the present day.

2021/2022 – Teaching assignments for 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 for 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 for 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).

MA and BA LEVEL

2025/26 – **English for Social Work** (ANGL-01/C - MA in Social Work – 20 hours), Faculty of Education, Free University of Bolzano-Bozen.

2025/26 - **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. GERMAN SECTION

2025/26 – **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. GERMAN SECTION

2025/26 – **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. ITALIAN SECTION

March 13, 2025 - **Writing workshop: Making exhibit labels accessible to the public**, Department of Cultural and Creative Arts, Education University of Hong Kong

May 7, 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. GERMAN SECTION

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. GERMAN SECTION

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. ITALIAN SECTION

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. GERMAN SECTION

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. GERMAN SECTION

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. ITALIAN SECTION

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. GERMAN SECTION

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. GERMAN SECTION

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. ITALIAN SECTION

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. GERMAN SECTION

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. GERMAN SECTION

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. ITALIAN SECTION

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. GERMAN SECTION

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. ITALIAN SECTION

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.

THESIS SUPERVISION AND MENTORING

- **Supervised:** 10 MA and 1BA theses
- **Co-supervised:** 17 MA and 1 BA theses
- **Reviewed:** 1 PhD thesis

ADMINISTRATIVE TASKS

October 2025: Member of the Degree Commission of the Single-cycle Master's Degree in Musicology at the Faculty of Education, unibz, for the academic year 2024/2025.

July 2025: Member of the Degree Commission of the Single-cycle Master's Degree in Musicology at the Faculty of Education, unibz, for the academic year 2024/2025.

December 2024: 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. Project ESF+ AR_RIS3 - Research projects on strategic topics for south Tyrolian economy executed by research assistants (AR). Codice Progetto/Projektcode: ESF2_f3_0005. Research project: STMUS - Valorizzare i musei dell'Alto Adige attraverso testi inclusivi e accessibili (funded by the European Social Fund Plus)

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

13 November 2025: publication of the article "La retorica del detox tra marketing e realtà scientifica" in the newspaper Alto Adige

12 June 2025: organisation of the Writing Workshop for local museum professionals "Making exhibit labels accessible to the public", held together with Dr. Xiaoyu Xu, Education University of Hong Kong,

c/o Free University of Bozen/Bolzano - <https://www.unibz.it/it/events/workshop-rendere-accessibili-i-testi-museali-riflessioni-e-strumenti-pratici>

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 Workshop for local museum professionals "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

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

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>