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Adjunct Professor of English Language  
Faculty of Medicine and Surgery  
University of Verona, Italy

## ACADEMIC CURRICULUM VITAE

### DEGREES AND ACADEMIC APPOINTMENTS

- SEPTEMBER 2009: Adjunct Professor of English Language at the Faculty of Medicine and Surgery, University of Verona
- MAY 2009: PhD in English Studies, dissertation titled '*Video-interaction on YouTube: Contemporary changes in semiosis and communication*', awarded with 'excellence', available online at: [http://univr.academia.edu/documents/0027/8938/Thesis\\_YouTube\\_Adami.pdf](http://univr.academia.edu/documents/0027/8938/Thesis_YouTube_Adami.pdf)
- OCTOBER 2008: appointed as 'scholar on the subject' of SSD L-LIN/12 LANGUAGE AND TRANSLATION – ENGLISH LANGUAGE at the Faculty of Humanities, University of Verona
- SEPTEMBER 2007: enrolled for a one-year special research programme at the Department of Language, Culture and Communication, Institute of Education, University of London, supervisor: Prof. Gunther Kress
- SEPTEMBER 2007: appointed as 'scholar on the subject' of SSD L-LIN/12 LANGUAGE AND TRANSLATION – ENGLISH LANGUAGE at the Faculty of Education Science, University of Verona
- MARCH 2006: appointed as 'scholar on the subject' of SSD L-LIN/12 LANGUAGE AND TRANSLATION – ENGLISH LANGUAGE at the Faculty of Foreign Languages and Literature, University of Verona
- FEBRUARY 2006: enrolled as a PhD student in English studies, XXI cycle, at the University of Verona, supervisors: Prof. Cesare Gagliardi (University of Verona), Prof. Roberta Facchinetti (University of Verona), Prof. Gunther Kress (University of London)
- 30 NOVEMBER 2005: graduated at the Faculty of Foreign Languages and Literature, University of Verona, specialized degree in Linguistics and Foreign Language Teaching; final exam score 110/110 with honours; degree thesis in General Linguistics, supervised by Prof. G. Massariello, titled '*Le espressioni linguistiche della finalità*' ('The linguistic expressions of purpose'), awarded with 'dignity for publication'

### PUBLICATIONS

- Adami, E. and G. Kress (2010) 'The social semiotics of convergent mobile devices: new forms of composition and the transformation of *habitus*', in G. Kress *Multimodality: A Social Semiotic Approach to Contemporary Communication*; London: Routledge, 184-197.
- Adami, E. (2010) 'ELF and sign-making practices on YouTube: between globalization and specificities', in R. Facchinetti, D. Crystal and B. Seidlhofer (eds.) *From International to Local English – and back again*, Bern: Peter Lang, 235-264.
- Adami, E. and G. Kress (2010) 'A social semiotic analysis of mobile devices: Interrelations of technology and social habitus', in N. Pachler, B. Bachmair and J. Cook, *Mobile learning: structure, agency, practices*. New York: Springer, 187-206
- Adami, E. (2009) 'We/YouTube: Exploring sign-making in video-interaction', *Visual Communication*, 8/4: 379-399
- Cook, J. and Adami, E. (2009) 'Individualized participation in public forms of communication and learning: reshaping contexts in a changing world of cultural products', position paper available at

<http://univr.academia.edu/ElisabettaAdami/Papers/121494/Individualized-participation-in-public-forms-of-communication-and-learning--reshaping-contexts-in-a-changing-world-of-cultural-products>

- Degani, M., Adami, E. and Belladelli, A. (2009) 'The use of modal verbs in interpersonal contexts: From semantics to pragmatics', in Tsangalidis, A. and Facchinetti, R. (eds) *Studies on English Modality. In honour of Frank Palmer*. Bern: Peter Lang, 133-154
- Adami, E. and Belladelli, A. (2009) 'Symposium on American English(es): Linguistic and socio-cultural perspectives & Symposium on Multimodal Approaches to Communication', in *AIA Newsletter Elettronico*, n. 57, luglio 2009, 35-36
- Adami, E. (2009) 'To each reader his, their or her own pronoun: Prescribed, proscribed and disregarded uses of generic pronouns in English', in A. Renouf and A. Kehoe (eds) *Corpus Linguistics: Refinements and Reassessments*. Series: *Language and Computers - Studies in Practical Linguistics (LC)* vol. 69. Amsterdam: Rodopi, 281-308
- Adami, E. (2009) 'Do You Tube? When communication turns into video e-nteraction', in D. Torretta, M. Dossena and A. Sportelli (eds.) *Migration of Forms, Forms of Migration: Atti de XXIII Convegno Nazionale AIA*. Bari, Progedit. 371-386
- Adami, E. (2008) 'Blogs: Life Writing on the Net', in A. Righetti (ed.) *The Protean Forms of Life Writing: Auto/Biography in English, 1680-2000*. Napoli, Liguori, 251-270
- Facchinetti, R. and E. Adami, (2008) 'Intersubjective Patterns of English Modalised Mental State Verbs', *English Text Construction* 1:2 (2008), 198-225
- Adami, E. (2007) 'Foucault vs. Chomsky: sulla natura umana. Appunti frammentari da fraintendere con libera creatività', *Iperstoria*, <http://www.iperstoria.it/?p=104>
- Adami, E. (2006) review of *Linguaggio Collaterale. Retoriche della 'guerra al terrorismo'*, John Collins and Ross Glover (eds.), 2006, Ombre Corte, Verona, *Iperstoria*, <http://www.iperstoria.it/?p=36>
- Others: Windows for 'Blog', 'Spam', 'Wiki', and 'WWW' in R. Cagliero and C. Spallino, 2007, *Dizionario di Slang Americano*, Mondadori, Milano

#### FORTHCOMING PUBLICATIONS

- 'Mobile media, mobile texts: Assessing the abilities needed to communicate and represent in the contemporary media landscape', accepted for publication in the forthcoming Special Issue (ed. by N. Pachler) of *International Journal of Mobile and Blended Learning*.

#### CONFERENCE PAPERS

- JANUARY 2010: 'Telefono dunque sono. Come le nuove tecnologie- ci cambiano la vita' paper presented at InfinitaMente, 28-31 January 2010, Museo Civico di Storia Naturale, Verona
- DECEMBER 2009: '*LiterAte, litterBin or liter-C?* Some issues on literacy in the contemporary semiotic landscape' paper presented at the Workshop Information # 4 'Technology-enhanced learning in the context of technological, societal and cultural transformation', Stellar Alpine Rendez-Vous, 30 November – 3 December 2009, Garmisch-Partenkirchen, Germany
- OCTOBER 2009: 'Navigating the news online: The fluidity of styles in the sea of news blogs' paper presented with Roberta Facchinetti at the 24th National Congress of AIA (Italian Association of English Studies) Challenges for the 21st Century: Dilemmas, Ambiguities, Directions, 1-3 October 2009, University of Roma Tre, Rome, Italy
- SEPTEMBER 2009: 'Video-inte-raction patterns on YouTube: A dilemma for communication theories and models' paper presented at the International Conference Communication, Cognition and Media Conference, 23-25 September 2009, Catholic University of Portugal, Braga, Portugal
- JUNE 2009: 'Researching sign-making patterns on video-interaction on YouTube' paper presented at the International Conference Beyond East & West: Two decades of media transformation after the fall of communism, 25-27 June 2009, Central European University, Budapest, Hungary

- MAY 2009: 'Video-interaction on YouTube: Contemporary changes in semiosis and communication' paper presented at the International Symposium on Multimodal Approaches to Communication, 27 May 2009, University of Verona, Italy
- APRIL 2009: 'A social semiotic account of (mobile) learning' paper presented with G. Kress within the symposium 'Outside In and Inside Out: Interdisciplinarity and Mobile Learning Research'. Chair: N. Pachler at AERA (American Educational Research Association) 'Disciplined Inquiry: Education Research in the Circle of Knowledge', 13-17 April 2009, San Diego, California, USA
- MARCH 2009: 'A self-reflexive semiotic analysis of mobile devices' paper delivered at the 3rd WLE Mobile Learning Symposium 'Mobile Learning Cultures across Education, Work and Leisure', 27th March 2009, WLE Centre, Institute of Education, London, UK
- MARCH 2009: 'A social semiotic analysis of Smartphones: Implications for formal education' paper presented with N. Pachler within the symposium 'Outside in, inside out? Digital media as cultural resources for learning' Chair: J. Cook delivered at CAL '09 'Learning in Digital Worlds', 23-25 March 2009, Brighton, UK
- JUNE 2008: 'Skills with the medium and available semiotic resources: The pattern of gaze in video-interaction' paper delivered at the International Conference 'Multimodality and Learning: New Perspectives on Knowledge, Representation and Communication', Centre for Multimodal Research, 19-20 June 2008, London, UK
- MAY 2008: 'Do YouTube? Multimodal patterns of regularity and variation in video-interaction' doctoral presentation at the Faculty of Culture and Pedagogy, Institute of Education, University of London, UK
- MARCH 2008: 'Tubing the Web: a corpus-based study on video-communication' paper delivered at AACL 2008, American Association for Corpus Linguistics 2008, 13-15 March, 2008, Brigham Young University, Provo, Utah, USA
- FEBRUARY 2008: 'Where do *YouTube*? Video-interaction: Differences communicated globally or global constrains on differences?', paper delivered at GlobEng, International Conference on Global English, 14-16 February 2008, University of Verona, Verona, Italy
- SEPTEMBER 2007: 'Do *You Tube*? When communication turns into video e-nteraction', paper delivered at AIA XXIII Congress, 'Migration of Forms, Forms of Migration', 20-22 September 2007, University of Bari, Bari, Italy
- MAY 2007: 'To each reader his, their or her own pronoun: Prescribed, proscribed and disregarded uses of generic pronouns in English', paper delivered at ICAME-28 Conference, 23-27 May 2007, Stratford-upon-Avon, UK
- MAY 2007: 'The use of modal verbs in interpersonal contexts: From semantics to pragmatics', paper delivered with M. Degani and A. Belladelli, at the Third International Conference on Modality in English, 4-6 May 2007, Thessaloniki, Greece
- OCTOBER 2006: 'Blogs: Life Writing on the Net', paper delivered at the International Colloquium, '*Scrivere la vita* / Life Writing. Biography and Auto/biography in English', 26-27 October 2006, University of Verona, Department of English Studies, and Academy of Agriculture Science and Humanities, Verona, Italy

#### CONFERENCE ORGANIZING

- Member of the Organizing Committee of *Lexis: The Study Of Lexicon Across Cultural Identities And Textual Genres*, 11-13 November 2010, University of Verona, Italy in charge of:
  - Designing, setting up and administering the Website (<http://fermi.univr.it/lexis/>)
- Member of the Organizing Committee of *Società di Linguistica Italiana XLIII Congresso Internazionale di Studi*, 24-26 September 2009, University of Verona, Italy in charge of:
  - Designing, setting up and administering the Website (<http://profs.lingue.univr.it/sli2009/>)
- Member of the Scientific Committee of the International Symposium on 'Multimodal approaches to communication in Italy', 27 May 2009, University of Verona, Italy, in charge of:
  - Setting the theme and writing the call for papers
  - Selecting and inviting the speakers and poster presenters
  - Organizing the programme

- Designing, setting up and administering the email account and related Website (<http://profs.lingue.univr.it/multimodality/>)
  - Designing the conference materials (poster, announcement, book of abstracts)
  - Organizing the day
  - Maintaining updates and contacts after the event (mailing list, conference videos editing and uploads, organizing the publication of selected papers)
- Member of the Scientific and Organizing Committee of *GlobEng. International Conference on Global English*, 14-16 February 2008, University of Verona, with the following responsibilities:
    - designer and webmaster of the Conference Website (<http://profs.lingue.univr.it/globeng/>)
    - administrator of the Conference email account
    - reviewer of the submitted abstracts
    - organizer of the final programme
    - drafter and editor of the printed and of the online Conference material
    - contact person with the graphic designer for the layout of the Conference flyers and posters
    - in charge of the IT equipment during the Conference
    - in charge of collecting and archiving the papers submitted for publication
    - reviewer of the papers of one of the three volumes (to be published in 2010)

#### CHARING

- Chair to the keynote speech of Gunther Kress and to the poster presentation session at the International Symposium on 'Multimodal approaches to communication in Italy', 27 May 2009, University of Verona, Italy
- Chair to the sessions 'Arts' and 'Meaning across modes and media' at the International Conference 'Multimodality and Learning: New Perspectives on Knowledge, Representation and Communication', Centre for Multimodal Research, 19-20 June 2008, London, UK

#### ACADEMIC MEMBERSHIP

- Member of the international and interdisciplinary London M-learning Group: cf. <http://www.londonmobilelearning.net>
- Member of the ECPR (European Consortium for Political Research) Standing Group on Internet & Politics: cf. <http://intradociep.upmf-grenoble.fr/Spip//spip.php?article232>
- Member of AIA, *Associazione Italiana di Anglistica*
- Member of ESSE, *European Society for the Study of English*

#### FUNDED RESEARCH PROJECTS

- One-year research project on 'English and the media', funded with a research grant at the University of Verona, Dept. of Psychology and Cultural Anthropology, in 2009, supervisor Prof. Roberta Facchinetti (extended up to March 2010)
- Member of the research group for Joint Project 2009 on 'The image of Verona in the world', two-year research project funded by *Provincia di Verona* and *VeronaTuttlIntorno*
- Member of the research group for PRIN (*Programma Di Ricerca Scientifica Di Rilevante Interesse Nazionale*) on 'Dictionaries, language materials and words across languages, cultures and ideologies' funded by the Italian Minister of University and Research. National project including University of Milano, University of Bologna, University of Catania, University of Torino, University of Verona. National coordinator: Prof. Giovanni Iamartino (University of Milano). Topic of the University of Verona: 'The English lexicon across cultural identities and textual genres'. Project approved in 2008 and honoured with 'evaluation of excellence'
- One-year research project on 'English and the media', funded with a research grant at the University of Verona, Dept. of Psychology and Cultural Anthropology, in 2008, supervisor Prof. Roberta Facchinetti

- One-year research project on 'English in the News Worldwide', funded with a research grant at the University of Verona, Dept. of English Studies, in 2007; supervisor Prof. Cesare Gagliardi

#### ONGOING RESEARCH

- Social semiotic research on the contemporary changes in representation and communication, with a specific focus on patterns of text production, sign-making and communication in digital environment and with digital technologies
- Social semiotic analysis on the use of mobile technologies and the implications for informal learning. Research conducted together with Prof. Gunther Kress, as part of the work of the London M-Learning Group
- Linguistic and multimodal analysis on News Blogs. Research conducted together with Prof. Roberta Facchinetti

#### TEACHING ACTIVITY

- ACADEMIC YEAR 2009-2010: 'Scientific English' at the Faculty of Medicine, University of Verona, third-year undergraduate students, degree in Cardio Circular Physiopathology and Cardiovascular Perfusion Techniques; 20 hours, 2 CFU
- ACADEMIC YEAR 2009-2010: 'English Language' at the Faculty of Medicine, University of Verona, first-year undergraduate students, degree in Psychiatric Rehabilitation Techniques; 40 hours, 4 CFU
- ACADEMIC YEAR 2009-2010: 'English Language' at the Faculty of Medicine, University of Verona, second-year undergraduate students, degree in Physical Therapy; 48 hours, 4 CFU
- ACADEMIC YEAR 2009-2010: 'English Language' at the Faculty of Medicine, University of Verona, first-year undergraduate students, degree in Dentistry; 56 hours, 7 CFU
- JANUARY-MARCH 2009: 'Saperi Minimi' at the Faculty of Humanities and Philosophy at the University of Verona; 60 hours teaching on 'English Language Intermediate Level (B1 of the European Framework)' for students enrolled at the first year degree course in Communication Sciences
- MAY 2008: Lecture with Prof. Ben Bachmair on 'Changing mass communication and media reception, a case study on mobile phone and media platforms in the internet' at the Institute of Education, University of London, WLE Centre, 7 May 2008.

#### SUPERVISING ACTIVITY

- OCTOBER 2009: Co-supervision of the BA thesis 'Comunicazione Multimodale delle pagine Web: Il caso di [www.veronatuttintorno.it](http://www.veronatuttintorno.it)', S. Codogno, Degree in Languages and Cultures for Turistic Management and International Commerce at the Faculty of Foreign Languages and Literatures, University of Verona
- MARCH 2009: Co-supervision of the MA thesis 'Il news blog tra giornalismo professionale e citizen journalism: analisi del coverage di una crisi internazionale', L. Zanella, graduated with 110/110 and honours, Specialized Degree in Journalism at the Faculty of Humanities and Philosophy, University of Verona
- MARCH 2010: Co-supervision of the BA thesis 'Nuove parole e nuovi significati: Come I quotidiani influenzano lo sviluppo della lingua inglese', D. Mattanza, Degree in Communication Sciences: Publishing and Journalism at the Faculty of Humanities, University of Verona
- MARCH 2010: Co-supervision of the MA thesis 'La realtà nei mondi seriali. Tra comicità e politica: Il caso 30 Rock', S. Berlasso, Degree in Specialized Degree in Journalism at the Faculty of Humanities and Philosophy, University of Verona