

Curriculum Vitae

ELENA MATTEI

Date and place of birth: 08/10/1994, Brescia (BS), Italy

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CURRENT POSITION

PhD Candidate in Digital Humanities for English Studies (PhD programme in Foreign Literatures, Languages and Linguistics)

Department of Foreign Languages and Literatures, University of Verona

EDUCATIONAL BACKGROUND

- **PhD in Digital Humanities for English Studies (L-LIN/12)**

PhD programme in Foreign Literatures, Languages and Linguistics

Expected graduation: May/June 2023

Academic years 2019/2020 – 2021/2022

PhD in Foreign Literatures, Languages and Linguistics at the University of Verona. Title of PhD thesis: “Multimodal Corpus Analysis of Digital Tourism Narratives”. Supervisor: Prof. Sharon Hartle, University of Verona. Co-Supervisor: Prof. John A. Bateman, Universität Bremen, Germany

Research period abroad under the supervision of Prof. John A. Bateman (PhD in Artificial Intelligence) at the department of English Applied Linguistics (Universität Bremen, Fachbereich 10).

Activities: 1) data modeling with R and empirical research for the statistical measurement of variance and correlations between visual communicative strategies in multimodal corpora of tourism discourse (PCA, CA, Factor Analysis, Regression, Chi-Square); 2) implementation

of appropriate inter-coder reliability measures to test the degree of reproducibility of the tagging procedure; 3) meetings with the Bremen and Groningen research groups.

- **Teaching qualifications**

Academic years 2015/2016 – 2017/2018

Acquisition of 66 supplementary credits in order to apply for tenured positions as middle school and high school teacher in Italy. Subjects: English Language and Literature; German Language and Literature (Percorso Formativo 24 CFU included; D.M. n. 616, 10 August 2017)

- **Master's Degree in Languages for Communication in Tourism and Commerce (LM-38)**

Academic years 2016/2017 – 2017/2018

Master's Degree in Languages for Communication in Tourism and Commerce (LM-38) at the University of Verona. MA thesis titled "Multimodal Promotional Communication in the Contemporary Virtual Society. The Case Study of Three Travel Agencies on Instagram". Thesis supervisor: Prof. Sara Corrizzato, 110/110 cum laude

- **Bachelor's Degree in Languages and Cultures for Tourism and International Commerce (L-12)**

Academic years 2013/2014 – 2015/2016

Bachelor's Degree in Languages and Cultures for Tourism and International Commerce (L-12) at the University of Verona. BA thesis titled "The Postcolonial White Burden in a Non-Indigenous Australia. Sorry by Gail Jones". Supervisor: Prof. Annalisa Pes, 110/110 cum laude

EDUCATIONAL TRAINING

Academic year 2021/2022

Crash course on Python (12h), January 2022, University of Verona

Course on R (20h), July 2022, Universität Bremen

Course “Narrative Strategies in Audiovisual News Media” taught by prof. Bateman, April-July 2022, Universität Bremen. Based on empirical research and statistical analysis of multimodal corpora; use of ELAN software

Academic year 2020/2021

Participation in “Lancaster Summer School in Corpus Linguistics 2021” (20 h), 21st-25th June 2021, Lancaster University, UK

Participation in “11th European Summer University in Digital Humanities ‘Culture & Technology’” (82 h), including the workshop “Corpus Linguistics for Digital Humanities. Introduction to Methods and Tools” (36 h), 3rd-13th August 2021, University of Leipzig, Germany

Participation in “9th Workshop on Challenges in the Management of Large Corpora (CMLC-9)”. Special Topic: “Design and Management of Research Software”, 12th July 2021, University of Limerick, Ireland

Participation in the workshop “Intro to Web Scraping (Compute Canada HSS Series)” February 2021, Digital Humanities Summer Institute, Canada

Academic year 2019/2020

Participation in the webinar cycle “Dialoghi sull'educazione linguistica: prospettive sulla formazione insegnanti”, DILLE and University of Parma

WORK EXPERIENCE

01/2018 – 09/2019

Special education teacher of English Language and German Language. Student’s acquisition of B2 (CEFR) levels of language skills.

03/2018 – 12/2018

Teacher of English classes at a private school (Centro Studi Ad Maiora, Brescia, Italy)

Evaluation of German language skills for private companies

10/2017 – 12/2017

Editing and translation of itineraries (IT→EN) at the travel agency One Foot Abroad (Dublin, EIRE)

09/2015

Translation of scientific reports on steel quality (DE→IT) at the sales department of O.R.I. Martin S.p.A, Brescia (Bericht vom 30. August 2015)

Transcription and translation of an interview with O.R.I. Martin S.p.A.'s CEO (IT→DE; IT→EN; Siderweb)

SCIENTIFIC PUBLICATIONS

Type	Author	Title	Journal	Pages
Article (accepted with minor revisions)	Maria Ivana Lorenzetti and Elena Mattei	“People-building Strategies in Trump’s and Biden’s Political Discourse: A Critical Discourse Analysis between Populism and Anti-Populism”	Iperstoria, N. 20, Fall/Winter 2022 (class A journal)	/
Article (in press)	Mattei Elena	“Theory and Method for the Statistical Investigation of Multimodal Promotional Practices in the Digital Era”	Interdisciplinary Digital Engagement in Arts & Humanities (IDEAH), 2022	/
Review, special section	Mattei Elena	“English Tourism Discourse: Insights into the Professional, Promotional and Digital Language of Tourism”, by Stefania M. Maci	Iperstoria, N. 18, Fall/Winter 2021	229-233
Review	Mattei Elena	“Understanding Abstract Concepts across Modes in Multimodal Discourse: A Cognitive Linguistic Approach”, by Elżbieta Górska	<i>Iperstoria</i> , N. 15, Spring/Summer 2020	428-432
Review	Mattei Elena	“Systematically Working with Multimodal Data: Research Methods in Multimodal Discourse Analysis”, by Sigrid Norris	<i>Iperstoria</i> , N. 15, Spring/Summer 2020	423-427

Review	Mattei Elena	“Doing Linguistics with a Corpus: Methodological Considerations for the Everyday User”, by Jesse Egbert, Tove Larsson, and Douglas Biber	<i>Iperstoria</i> , N. 16, Fall/Winter 2020	370-373
Report	Mattei Elena	CLAVIER 2019 conference “Knowledge Dissemination and Multimodal Literacy: Research Perspectives on ESP in a Digital Age”	<i>Associazione Italiana di Anglistica, Newsletter</i> , N. 99, 2020	20

PUBLICATIONS

- Mattei, Elena. Blogpost “What Digital Marketing is and why it should figure among your top professional skills” Master *English for International Business and Global Affairs*, University of Verona. <https://www.eibga.it/>
- Mattei, Elena. Blogpost “The fundamentals of e-commerce – What you need to know as a communication specialist and why” Master *English for International Business and Global Affairs*, University of Verona. <https://www.eibga.it/>
- Mattei, Elena. Blogpost “Getting a real taste for the wine (industry): the role of wine business in international trade and the power of negotiation skills required to succeed in this globalized market” Master *English for International Business and Global Affairs*, University of Verona. <https://www.eibga.it/>
- Mattei, Elena. Blogpost “The professional role of translators and interpreters in intercultural business negotiations” Master *English for International Business and Global Affairs*, University of Verona. <https://www.eibga.it/>
- Mattei, Elena. Blogpost “Proficiency in English writing skills: enhancing employability in the professional setting” Master *English for International Business and Global Affairs*, University of Verona. <https://www.eibga.it/>
- Mattei, Elena. Blogpost “Why and how to start working on your intercultural communication skills in today’s globalized society” Master *English for International Business and Global Affairs*, University of Verona. <https://www.eibga.it/>
- Mattei, Elena. Blogpost “A brand new course has started” Master *English for International Business and Global Affairs*, University of Verona. <https://www.eibga.it/>

PRESENTATIONS AT NATIONAL AND INTERNATIONAL CONFERENCES

2022

- Mattei, Elena, “Corpus-Based Analysis of Multimodal Tourism Narratives on Instagram: Evoking Romantic Gazes of Evaluation as Means of Persuasion.”, in *43e colloque du GERAS: Multimodalité et multimédialité en anglais de spécialité: enjeux discursifs, culturels, didactiques et traductologiques*, Université Grenoble Alpes (France), 24-26 marzo. Book of Abstracts: <https://bit.ly/3tUXboT>.
- Mattei, Elena, “Multimodal Tourism Narratives in the Instagram Era.”, in *Approaches to Digital Discourse Analysis (ADDA3)*, University of South Florida (St. Petersburg, Florida, U.S.A.), 13-15 maggio, p. 64 Book of Abstracts (<https://bit.ly/39HLUS0>).
- Mattei, Elena, “Corpus-Assisted Discourse Analysis of Transitivity and Evaluative Practices as Means of Persuasion in the Instagram Representation of the Tourist Experience.”, in *XIII International CORPUS Linguistics Conference - Specialized Discourse and Translation Studies in Corpus Linguistics (CILC2022)*, Università di Bergamo, 26-28 maggio, p. 47-48 Book of Abstracts (<https://bit.ly/3ndZteZ>).
- Mattei, Elena, “Investigating Contemporary Multimodal Discourse Practices by means of Digital Methods: The Challenge of Reliability and Reproducibility in a Multidisciplinary Perspective.”, in *Past, History and Memory in Language and Literary Studies (PhD conference)*, Università di Verona, 23 – 25 giugno, p. 33 Book of Abstracts (<https://bit.ly/3OhZwSW>).
- Mattei, Elena, “Rethinking Multimodal Tourism Narratives on Social Media: Leveraging the Capitalist, ‘Romantic Gaze’ of the Postmodern Traveler to Promote Sustainability.”, in *Simposio Internacional. Sostenibilidad en el sector turístico: implementación y comunicación*, Instituto Cultura y Sociedad, Universidad de Navarra, 30 giugno – 1 luglio, p. 18 Book of Abstracts (<https://bit.ly/3C20MGw>). Sito: <https://bit.ly/3zYKrQm>.
- Mattei, Elena, “Multimodal Tourism Discourse on Instagram: How to Leverage the *Romantic Gaze* and Its Aura of Exclusivity and Superiority to Foster Sustainable Behavior.”, in *31st*

European Systemic Functional Linguistics: Social Semiotics and Sustainability, University of Southern Denmark, 24-26 agosto, p. 39-40 Book of Abstracts (<https://bit.ly/3pqsJAa>). Sito: <https://bit.ly/3zU4BuH>.

2021

- Mattei, Elena, “Researching Contemporary Multimodal Artefacts: An Empirical Study of Tourism Photography on Instagram and Official Websites.”, in *The Bremen-Groningen Online Workshops on Multimodality*, Università di Brema (Prof. Bateman, PhD in Artificial Intelligence) e Università di Groningen (Dr. Wildfeuer, PhD in Multimodal Linguistics), 29 gennaio 2021. Book of Abstracts: <https://bit.ly/3iX6kGy>. La presentazione con il Q&A (1h) è disponibile su richiesta.
- Mattei, Elena, “Multimodal Corpus Analysis of Online Tourism Narratives.”, in *XII International Conference on Corpus Linguistics (CILC 2021)*, Università di Murcia, Spagna, 28-30 aprile 2021, p. 128 Book of Abstracts (<https://bit.ly/3xXtO5F>). Conferenza online con presentazione registrata e disponibile a <https://bit.ly/3tynKNE>.
- Mattei Elena, “Multimodal Corpus Analysis of Tourism Discourse on Social Media and Websites.”, in *DHSI Conference and Colloquium*, Digital Humanities Summer Institute, University of Victoria, Canada, 7-18 giugno 2021. Book of Abstracts: <https://bit.ly/3hmcgdk>.

2020

- Mattei, Elena, “Multimodal Corpus Analysis of Tourism Promotional Communication Online.”, in *Corpora and Discourse International Conference 2020*, University of Sussex, UK, 17-19 giugno 2020, p. 95 Book of Abstracts (<https://bit.ly/2RDyCMW>). Conferenza online con la presentazione registrata e disponibile a <https://bit.ly/302GEQ3>.

PRESENTATIONS AT FOREIGN UNIVERSITIES

July 2022

- Presentation of the doctoral dissertation and future lines of research at the University of Groningen during a meeting with the organizers of the BreGroMM workshops (Prof. Bateman; Dr. Wildfeuer)

April 2022

- Presentation of the doctoral project in Digital Humanities for Multimodal English Studies at the department of English Applied Linguistics, Universität Bremen. Title of the presentation: “Corpus-Based Multimodal Analysis of Digital Tourism Narratives: A Data-Driven Approach to Systemic Functional Linguistics and Social Semiotics.”

INVITED SEMINARS AND WORKSHOPS

July 2022

- Workshop “How to Perform Systematic Manual Tagging of Visual Artifacts: An Interactive, Data-Driven Workshop for the Understanding and Measurement of Contemporary Meaning-Making Practices” at the 3rd *Bremen Student Conference in English Linguistics*, Universität Bremen. Hands-on workshop aimed at introducing students to the theoretical and analytical skills of categorization and annotation in visual and multimodal static artifacts. Reflections upon the scientific validity of categorizing and labeling knowledge with data-driven, reproducible methods and development of tagging models for the detection and quantification of visual features. Research-based examples and use of the software SRI Tagging (<http://xor.isti.cnr.it:8000/login.html>). Website: <https://bit.ly/3pgCHE6>. Abstract: <https://bit.ly/3pbAg5U>

March-April 2022

- Workshop held during the Master’s course *Identity in Film and Graphic Novels* (Lecturer: Tamara Drummond), Universität Bremen. Workshop aimed at showing students how to develop a tagging system by using the software for manual annotation and statistical analysis SRI Tagging. Open-access, web-based software designed and developed in collaboration with

Dr. Giulio Ermanno Pibiri (Assistant Professor of Computer Science at Ca' Foscari University, Venice). Link: <http://xor.isti.cnr.it:8000/login.html>

- Seminar held during the course *English Language for Communication Science* (Lecturer: Dr. Valentina Romanzi). Title of the lecture: “Multimodality as a Socio-Semiotic Theory of Communication and Its Major Role in the Understanding of Contemporary Meaning-Making Processes.”
- Seminar held during the course *English Language for Communication Science* (Lecturer: Dr. Valentina Romanzi). Title of the lecture: “The Grammar of Visual Design and Data-Driven Quantitative Research: An Interactive, Hands-On Workshop for the Analysis of Contemporary Multimodal Communication.”

OTHER PRESENTATIONS

- Presentation of the whole doctoral thesis at the weekly meetings *Live Lunch* with the *Linguistics* doctoral group at the University of Verona. Title of the presentation: “*Multimodal Corpus Analysis of Digital Tourism Discourse. The role of Text-Image Relationships in the Instagram Promotion of the Traveling Experience*”, 2nd March 2022 (12:00 – 13:30). Website: <https://bit.ly/3JO62zj>

ORGANIZATIONS OF CONFERENCES

Academic year 2020/2021

Member of the Organizing Committee of the doctoral conference “Margins and Forgotten Places”, 17-19 May 2020, University of Verona (CfP translation, IT→EN; web content design; abstract review; opening speech). Website: <https://bit.ly/3tDEoet>. Co-edition of a volume on the conference (*upcoming*)

Chair of the panel “Margins and Foreign Languages, Linguistics” at the doctoral conference “Margins and Forgotten Places”, 17-19 May 2020, University of Verona.

ACADEMIC AND TEACHING ACTIVITY

Academic years 2021/2022 – 2022/2023

Teaching assistant for the course “English Language III” and thesis writing (Prof. Sharon Hartle)

Teacher of the module “Writing social media posts, blogs, and reports” (6 hours) in the advanced, professional development course *English for the World of Work*

Academic years 2020/2021 – 2021/2022

Exam Committee member - English Language I and English Language III (Prof. Sharon Hartle)

Teacher of the module “Transitivity in Systemic Functional Linguistics” (4 hours) - English Language III (Prof. Hartle)

Collaborator in the Master *English for International Business and Global Affairs*, University of Verona. Edition and publication of blog articles available at <https://www.eibga.it/>

Teaching assistant for the course “Wikipedia laboratory for the international dissemination of cultural heritage” (in collaboration with Wikimedia Italy). Course of study: Digital Humanities. Translation (EN→IT) of Wikipedia web pages on Roman itineraries and infrastructures. An interactive map of published pages is available at: <https://bit.ly/3qneLAI>

GRANTS

Academic year 2021/2022

Erasmus + Traineeship: Wissenschaftliche Mitarbeiterin (Research assistant) at Universität Bremen, Fachbereich 10. Supervisor: Prof. John A. Bateman, PhD in Artificial Intelligence. Research group: Empirical Multimodality and English Applied Linguistics

Academic year 2021/2022

Teaching grant issued within the Digital Humanities project “Wikipedia laboratory for the international dissemination of cultural heritage” (in collaboration with Wikimedia Italy)

Academic year 2020/2021

DARIAH-EU (Digital Research Infrastructure for the Arts and Humanities) scholarship for the participation in the “11th European Summer University in Digital Humanities ‘Culture & Technology’” and the submission of a report

Academic years 2019/2020 – 2021/2022

PhD scholarship in Digital Humanities for English Studies (Department of Foreign Languages and Literatures, University of Verona, Department of Excellence 2018-2022, MIUR)

Academic year 2017/2018

Erasmus + Traineeship: Marketing assistant (three months) at the travel agency *One Foot Abroad*, Dublin, Republic of Ireland (EIRE)

Academic years 2016/2017 – 2016/2017

Worldwide Study Scholarship: Semester abroad at the University of Massachusetts Boston, Boston, Massachusetts, U.S.A.

Academic year 2014/2015

Erasmus + scholarship: Semester abroad at the University of Passau (Universität Passau), Passau, Germany. Additional activities: participation in the project “Europa macht Schule”: meetings on intercultural communication in Bonn (DAAD) and teaching activities at a primary school. Focus of the classes: Italian language and culture

EDITORIAL ACTIVITIES

Member of the editorial board of the Class A scientific journal Iperstoria. Website: <https://iperstoria.it/>

Proofreading of articles for the same journal

MEMBERSHIP IN SCIENTIFIC ASSOCIATIONS

Association AELINCO (Asociación Española de Lingüística de Corpus)

DIGITAL ACTIVITIES OF PUBLIC ENGAGEMENT

Dissemination of scientific results and research activities on social platforms, in particular LinkedIn (<https://bit.ly/35x11Fq>) and Twitter (<https://bit.ly/3xKRNWw>)

VOLUNTEERING

Web designer and social media manager of *Stage for Ukraine*, nonprofit organization aimed at providing Ukrainian refugee theater students with humanitarian assistance and drama education in Italy.

Website: <https://stage4ukraine.wixsite.com/stage4ukraine>.

Instagram account: <https://www.instagram.com/stage4ukraine/>

PROGRAMMING SKILLS

- HTML
- XML/TEI
- R: scripts for statistical analysis (inferential: Chi-square)
- PYTHON: main functions, operations, lists, vectors, cycles for the analysis of written language

LANGUAGE SKILLS

Lingua (CEFR)	Comprensione orale	Comprensione scritta	Produzione orale	Produzione scritta
Italiano	C2	C2	C2	C2
Madrelingua				
Inglese	C2	C2	C2	C2
Certificato ALTE, University of Massachusetts Boston				
Tedesco	C2	C2	C2	C2
Certificato ALTE, University of Massachusetts Boston				
Spagnolo	B2	B2	B2	B2
Certificato CLA, Università degli Studi di Verona				
Russo	B2	B2	B2	B2
Certificato CLA, Università degli Studi di Verona				

I hereby certify that the information reported in this document is true and complete to the best of my knowledge.

Data

02/09/2022

Firma

Elisa Ratti