

# CURRICULUM VITAE

## PERSONAL INFORMATION

**Name and Surname:** Valeria Franceschi

**Date and Place of Birth:** 13/01/1986, Bussolengo (VR) – Italy

**E-mail:** [valeria.franceschi@univr.it](mailto:valeria.franceschi@univr.it)

## RESEARCH AND TEACHING ACTIVITY

27/01/2022 - 27/01/2031

*Abilitazione Scientifica Nazionale* (seconda fascia)

1 October 2021 – current

Temporary Assistant Professor (type B) at the University of Verona – Department of Foreign Languages and Literatures

Academic Sector L-LIN12: Language and Translation – English

Other roles in the Department

- From October 2021 – member of the *Commissione Comunicazione e Terza Missione*

1 June 2018 – 30 September 2021

Temporary Assistant Professor (type A) at the University of Verona – Department of Foreign Languages and Literatures

Academic Sector L-LIN12: Language and Translation – English

Other roles in the Department

- October 2018 – September 2021 member of the *Giunta di Dipartimento* as representative of Assistant Professors

1 September 2017 – 31 May 2018

Research assistant (SSD L-LIN/12) at the University of Verona

Research assistant within project PRIN 2015 “English as a Lingua Franca in domain-specific contexts of intercultural communication: a Cognitive-functional Model for the analysis of ELF accommodation strategies in unequal migration contexts, digital-media virtual environments, and multicultural ELF classrooms”

Academic years 2014/2015 – 2015/2016 – 2016/2017 – 2017/2018

Temporary (contract) professor (SSD L-LIN/12) at the University of Verona

Teaching and supervision of BA and MA theses.

## EDUCATION AND TRAINING

January 2011 – 9 May 2014

PhD in Anglofonia (English Studies) at the University of Verona, with scholarship.

The doctoral thesis, titled "ELF users as creative writers: plurilingual practices in fan fiction" was written under the supervision of Dr. Paola Vettorel (tutor), and Prof Anna Mauranen – University of Helsinki – (co-tutor), and was graded “Excellent”.

The title of “Doctor Europaeus” was also awarded as the thesis was positively evaluated by external reviewers: Dr. Alessia Cogo (then Goldsmith College, University of London) and Prof. Philip Shaw (University of Stockholm)

23 June – 18 July 2014

CELTA (*Certificate in English Language Teaching to Adults*), obtained at The Cambridge School of English, Verona.

October 2007 – 26 November 2009

Laurea Specialistica in Lingue e Letterature Moderne e Comparate (42/S) University of Verona.

Ottobre 2004 – 27 marzo 2008

Laurea Triennale in Lingue e Letterature Straniere (L-11) at the University of Verona.

## **PUBLICATIONS**

### **MONOGRAPHS**

Franceschi, V. 2017. *Exploring Plurilingualism in Fan Fiction: ELF Users as Creative Writers*. Newcastle upon Tyne: Cambridge Scholars Publishing. ISBN: 978-1-4438-9868-3

### **PAPERS IN ACADEMIC JOURNALS OR EDITED VOLUMES.**

Cavaliere S., Corrizzato S., Franceschi V. 2022. “The dark past of slavery in American plantation houses: Website promotion and perceptions of visitors in TripAdvisor reviews.” *Zbornik radova Filozofskog fakulteta u Prištini* 52(4), pp. 13-30. <https://dx.doi.org/10.5937/zrffp52-39989>

Franceschi, V. 2022. “‘The Chinese as I Have Seen Them’: A Diachronic Analysis of Western Perception on the Chinese in the 19th and Early 20th Centuries”. *Linguaculture*, 13(2), pp. 13-34. Doi:10.47743/lincu-2022-2-0307. (CLASSE A)

Franceschi, V. 2022. “‘A very gay city, also a beautiful one’: The role of attitude markers in early travel guidebooks to China.” *Lingue e Linguaggi* 53, pp. 157-172. doi:10.1285/i22390359v53p157 (CLASSE A)

Hartle, S., Facchinetti, R. e Franceschi, V 2022. “Teaching communication strategies for the workplace: a multimodal framework.” *Multimodal Communication* 11(1), pp. 5-15.

Franceschi, V. 2021. “China as an International Travel Destination: A Corpus-based Analysis of Online Travel Blogs.” *Iperstoria* 18, pp- 86-107. ISSN 2281-4582.

Franceschi, V. 2020. “Achieving mutual understanding in the global workplace: a questionnaire-based survey of BELF users’ perceptions and practices.” Special section: An Interdisciplinary Approach to English as a Lingua Franca. *Status Quaestionis* 19, pp. 156-180. ISSN: 2239-1983

Franceschi, V. 2020. “‘In fair Verona, where we lay our scene.’ A multimodal analysis of the tourist gaze on Verona in travel blogs.” *Lingue e Linguaggi* 36, pp. 59-75. ISSN 2239-0359.

Vettorel, P. e Franceschi, V. 2020. “Communication strategies in BELF: From users’ perception, corpus and textbook analysis to pedagogical implications” Special issue: Uses of English as a Lingua Franca in Domain-specific Contexts of Intercultural Communication. *Lingue e Linguaggi* 38, pp. 219-239. ISSN 2239-0359.

Facchinetti, R., Vettorel, P., Poppi, F. Franceschi, V. e Caleffi, P-M. 2020. "Overviewing research on BELF communication strategies: From professional practice to ELT materials" Special issue: Uses of English as a Lingua Franca in Domain-specific Contexts of Intercultural Communication. *Lingue e Linguaggi* 38, pp. 181-198. ISSN 2239-0359.

Franceschi, V. 2020. "Making sure everybody is on the same page: interactional communication strategies in BELF encounters." *Token* 10: 251-276.

Corrizzato, S. and Franceschi V. 2019. "The 'power of incantation': A linguistic analysis of European theme parks' websites." *Lingue e Linguaggi* 29: 425-444. ISSN 2239-0359.

Franceschi V. 2019. "Enhancing Explicitness in BELF Interactions: Self-Initiated Communication Strategies in the Workplace." *Iperstoria* 13: 59-71. ISSN 2281-4582.

Vettorel, P. and Franceschi V. 2019. "English and other languages in Italian advertising." *World Englishes* 38: 417-434. ISSN 1467-971X. DOI:10.1111/weng.12432.

Franceschi, V. and Corrizzato S. 2019. "Italianizing Italy: dubbing Woody Allen's 'to Rome with love'." *Zbornik Radova Filozofskog Fakulteta u Pristini* 49(3): 63-80. ISSN:2217-8082. DOI:10.5937/ZRFFP49-22819.

Franceschi, V. 2017. "Plurilingual Resources as an Asset in ELF Business Interactions." *Journal of English as a Lingua Franca* 6(1): 57-81. Berlin: Walter De Gruyter GmbH. ISSN 2191-9216 | e-ISSN 2191-933X

Franceschi, V. and Vettorel, P. 2017. ELF Users' Perceptions of their 'Non-Nativeness' in Digital Communication through English: Falling Short of the Target? *Altre Modernità*. Special Issue: Errors: communication and its discontents, pp. 133-48. Online. ISSN 2035-7680.

Franceschi, V. 2017. "Bringing the Story Together: Text Organisation in ELF Creative Writing." In L. Landolfi, E. Federici, F. Cavaliere (eds.). *Transnational Subjects. Linguistic Encounters. Selected Papers from the XXVII AIA Conference*. Vol. II. Naples: Liguori Editore, 43-52. ISBN 978-88-207-6740-2 | e-ISBN 978-88-207-6741-9

Franceschi, V. 2016. "Remembering the Reverend: an Analysis of Obama's Speeches Commemorating Martin Luther King." *Iperstoria* 8: 44-54. Online. ISSN 2281-4582.

Vettorel, P. and Franceschi, V. 2016. "English as a Lingua Franca, Plurilingual Repertoires and Language Choices in Computer-Mediated Communication." In L. Lopriore, E. Grazi (eds.) *Intercultural Communication: new perspectives from ELF*. Rome: Roma-Tre Press, 301-320.

Franceschi, V. 2015. "Nursing Students and the ELF-aware Syllabus: Exposure to non-ENL Accents and Repair Strategies in Coursebooks for Healthcare Professionals." *Iperstoria* 5: 51-61. Online. ISSN 2281-4582.

Vettorel, P. and Franceschi, V. 2013. "English and Lexical Inventiveness in the Italian Linguistic Landscape." *English Text Construction* 6(2): 238-270. Amsterdam/Philadelphia: John Benjamins. ISSN 1874-8767 | e-ISSN 1874-8775.

Franceschi, V. 2013. "Shedding the Mortal Coil: Physicality and Posthuman Identity in Cyberpunk." *Anglistik: International Journal of English Studies* 24(1): 177-192. Heidelberg: Universitätsverlag Winter. ISSN: 0947-0034

Franceschi, V. 2013. "Figurative language and ELF: Idiomaticity in Cross-cultural Interaction in University Settings." *Journal of English as a Lingua Franca* 2(1): 75-99. Berlino: Walter De Gruyter GmbH. ISSN 2191-9216 | e-ISSN 2191-933X.

Franceschi, V. 2012. "Participatory Culture and the L2: Attitudes and Intelligibility of Non Native Speech in Fan-produced Audiovisuals. In G. Ludbrook and D. Newbold (eds.). *English Lingua Franca: Contexts, Strategies and International Relations. Papers from a conference held at Ca' Foscari University of Venice*. Venice: Cafoscarina, 53-66. ISBN 978-88-7543-340-6

Franceschi, V. 2012. "'Are you alive?' Issues in Self-awareness and Personhood of Organic Artificial Intelligence." *Pólemos. Journal of Law, Literature and Culture* 6(2): 225–247. Berlin: Walter De Gruyter GmbH. ISSN: 2036-4601

## **INTRODUCTION / PREFACES**

Franceschi, V e Hartle, S. 2021. Introduction to "Tourism Discourse in the 21st Century: Challenges and New Directions" *Iperstoria* No. 18 pp. 1-9 Online. ISSN 2281-4582.

Corrizzato, S and Franceschi, V. 2015. Preface to the special section "Teaching English for Specific Purposes in Higher Education" *Iperstoria* 5: 1-2. Online. ISSN 2281-4582.

Facchinetti, R., Corrizzato, S and Franceschi, V. 2017. Preface to the special section "Specialized Discourses and ESP on the Web / Discorsi specialistici e ESP sul Web" *Iperstoria* 10: 1-2. Online. ISSN 2281-4582.

## **REVIEWS**

Franceschi, V. 2019. Stefano Rosso e Marina Dossena (eds.) "Mondi e modi della traduzione. Letteratura, cinema, teatro, televisione, editoria." *Iperstoria* 13: 175-177. Online. ISSN 2281-4582.

Franceschi, V. 2019. "Statistics in Corpus Linguistics: A Practical Guide. Valclav Brezina." *Iperstoria* 14: 236-238. Online. ISSN 2281-4582.

Franceschi, V. 2018. Gabriele Griffin e Matt Hayler (eds.) "Reading Digital Data in the Digital Humanities." *Iperstoria* 12: 108-110. Online. ISSN 2281-4582.

Franceschi V. 2015. Yasemin Bayyurt e Sumru Akcan (eds). Current Perspectives on Pedagogy for English as a Lingua Franca. *Iperstoria* 6: 352-354. Online. ISSN 2281-4582.

Franceschi, V. 2014. Volker Eisenlauer, A Critical Hypertext Analysis for Social Media: The True Colors of Facebook. *Iperstoria* 4: 150-152. Online. ISSN 2281-4582.

Franceschi, V. 2014. Pierre W. Orelus: Whitecentricism and Linguoracism Exposed. Towards the De-centering of Whiteness and De-colonization of School *Iperstoria* 3. Online. ISSN 2281-4582.

Franceschi V. 2013. Fred Gardaphé: The Art of Reading Italian Americana. Italia American Culture in Review. *Iperstoria* 2. Online. ISSN 2281-4582.

## **INTERVIEWS**

Franceschi V., Caleffi, P.M. 2014. Intervista a Geoff Lindsey. *Iperstoria* No. 4 pp.132-36. Online. ISSN 2281-4582.

Franceschi V., Corrizzato S. 2013. Intervista ad Anna Mauranen (University of Helsinki) e Barbara Seidlhofer (University of Vienna). *Iperstoria* No. 2. Online. ISSN 2281-4582.

## **PRESENTATIONS AT NATIONAL AND INTERNATIONAL CONFERENCES**

20-22 September 2023. With Silvia Cavalieri. Presentation “Elegant, Racy and Classy”: Describing Wines through Personification in Wine Spectator” at the conference “Figurative Thought and Language 7” (FTL 7). University of Genova.

13-16 September 2023. Presentation ““That was really yummy”: talking about food in tourist vlogs on China”, at the XXXI AIA conference 2023. “Future Horizons: New Beginnings in English Studies”. University of Calabria.

17-21 May 2023. Con Silvia Cavalieri e Sara Corrizzato. Presentation “Building consensus on climate change: the language of diplomacy in media interviews” at the 44th ICAME Conference. North-West University (Vanderbijlpark, South Africa - partecipazione online).

30 March 2023. Presentation “Agentività femminile nell’universo distopico: Il linguaggio dell’oppressione e della sovversione in Vox e in Ragazze Elettriche” at the Giornata di Studi “Fahrenheit 2023: viaggio nelle culture distopiche dei paesi di lingua inglese.” Università di Verona.

12-14 January 2023. with Silvia Cavalieri and Sara Corrizzato. Presentation “When words meet wine industry trends: the case of necrologisms in Wine Spectator” at the ABC Regional Conference “Re-thinking and Re-mediating Business Communication: Continuity and Evolution.” Università degli Studi di Napoli Federico II.

19-21 October 2022. With Valentina Romanzi. Presentation "Parental androids: An analysis of non-normative care discourse in contemporary televised science fiction" at the conference "II International Conference on Discourses of Fictional (Digital) TV Series". University of Valencia.

6-7 October 2022. With Sara Corrizzato e Annarita Taronna. Presentazione "Digital Humanities e didattica della lingua straniera: riflessioni ed esperienze tra Atenei a confronto" at the conference "Informatica umanistica, Digital Humanities: verso quale modernità?" University of Bari “Aldo Moro”.

15-17 September 2022. Presentazione ““The Chinese as I have seen them:” a diachronic analysis of the western gaze on the Chinese in the 19th century” at the conference AIA 30 "Experiment and Innovation: Branching Forwards and Backwards". University of Catania.

26-28 May 2022. Presentation “Simultaneous speech and interruptions in BELF encounters: a focus on disagreement and problem-solving” at the XIII International CORPUS Linguistics Conference CILC2022. “Specialized discourse and translation studies in Corpus Linguistics” University of Bergamo – Bergamo.

10 May 2022. Presentation “Describing the East via user-generated content: a semantic analysis of travel vlogs to China” at the *giornata di studi* “Rapporti linguistici tra Asia e Occidente: prospettive diacroniche e sincroniche” University of Verona – Verona.

25-26 November 2021. Presentation “Plurilingual phenomena in English as a Business Lingua Franca between spoken and written modes: roles and functions” to the Colloque international / International Conference Le multilinguisme dans les milieux professionnels. Observation des pratiques et interventions sur le terrain / Multilingualism in professional life. Manifestations, managements. University of Verona – Verona.

18-19 November 2021. Presentation “Guiding the audience through virtual destinations: a corpus-based analysis of the travel vlog as a genre” alla conferenza “CLAVIER 2021 Exploring Words in the Digital Transformation: Tools and approaches for the study of Lexis and Phraseology in Evolving Discourse Domains”. University of Modena e Reggio Emilia – Modena.

10 November 2021. Presentation "Focus on corpus analysis" in the panel "English and Digital Humanities between learning design and corpus analysis" at the *giornata di studio* "L'umanista digitale 3.0: Prospettive per le imprese culturali e la ricerca." University of Salerno - Salerno.

30 August-3 September 2021: Presentation "Alignment and disalignment in the EU: (dis)agreement in international European Committee debates" to the "15th ESSE Conference" Lyon, France (online event).

18-21 August 2021. Presentation "China for the international traveler. A Corpus-based analysis of early travel guidebooks to China" at the conference "ICAME42: crossing boundaries through corpora" TU Dortmund University – Dortmund. (online participation)

15-20 August 2021. With Paola Vettorel. Presentation "Communication Strategies in BELF interactions: implications for teaching practices" at the "19<sup>th</sup> AILA World Congress." University of Groningen, Netherlands (online event).

2-5 June 2021. Presentation "China through a western lens: a corpus-based analysis of online travel blogs" at the "Sixth Conference of the International Society for the Linguistics of English (ISLE 6): Evolving English and the Digital Era" University of Eastern Finland, Joensuu - Finland (online conference).

16 April 2021. Presentation "Creating a corpus of destination video blogs: between destination image and textual genre" at the BAAL / Cambridge University Press online seminar "Corpora in Applied Linguistics". 15-16 April, Aston University (online event).

15 October 2020. With Roberta Facchinetti, Sharon Hartle, Sara Corrizzato, and Silvia Cavalieri. Presentazione "Didattica blended in lingua inglese ai tempi del Covid, tra corso di perfezionamento e Master" at the online *Giornata di Studi* "didattica ai tempi del covid." University of Verona.

21 September 2020. With Roberta Facchinetti, Sharon Hartle, Sara Corrizzato, e Silvia Cavalieri. Presentazione "Efficienza ed efficacia della comunicazione lavorativa in lingua inglese: il corso di perfezionamento e aggiornamento professionale 'English for the world of work'" at the online *giornata di studi* "Lingue, impresa, formazione e internazionalizzazione." MultilinVR. University of Verona – Verona.

4-6 December 2019. With Paola Vettorel. Presentation "Communication Strategies in BELF: from users' perceptions, corpus and textbook analysis to pedagogical implications," at the PRIN Conference – "Uses of English as a Lingua Franca in domain-specific contexts of intercultural communication." University of Salento – Lecce.

5-7 September 2019. Presentation "Communication Strategies in professional international digital interactions: an investigation of BELF users' practices" at the XXIX AIA conference "Thinking out of the Box in Language, Literature, Cultural and Translation Studies: Questioning Assumptions, Debunking Myths, Trespassing Boundaries," University of Padua - Padua.

20–22 June 2019. Presentation "'In fair Verona, where we lay our scene': a multimodal analysis of the tourist gaze on Verona" at the aMODE international conference "Approaches to Multimodal Digital Environments: from theories to practices," University of Rome "Tor Vergata" – Rome.

1–5 June 2019. Poster presentation "Addressing the imagined audience of the tourist community: linguistic strategies in travel vlogs" at the ICAME40 conference "ICAME40 Language in Time, Time in Language," Université de Neuchâtel - Neuchâtel, Switzerland.

4-7 July 2018. Presentation "Training successful BELF users: Communication strategies in Business English textbooks" at the ELF 11 conference – the 11th International Conference of English as a Lingua Franca, King's College London – London, UK.

13-15 June 2018. Presentation (with Roberta Facchinetti and Sara Corrizzato) "Unveiling the journalist's stance: The Economist's coverage of the Brexit referendum" at the 9th Inter-Varietal Applied Corpus Studies International Biennial Conference. University of Malta – La Valletta, Malta.

30 Novembre – 2 December 2017. With Sara Corrizzato. Presentation "The "Power of Incantation": a Linguistic Analysis of European Theme Parks' Websites" at the CLAVIER 17 conference. University of Bari "Aldo Moro" – Bari.

14-16 September 2017. With Franca Poppi and Paola Vettorel. Presentation "Communication strategies in ELF conversations: how is meaning negotiated?" at the XXVIII AIA Conference: "Worlds of Words: Complexity, Creativity, and Conventionality in English Language, Literature and Culture." University of Pisa – Pisa.

12-15 June 2017. Presentation "Making sure everybody is on the same page: interactional communicative strategies in BELF encounters" at the conference "ELF & Changing English. 10th Anniversary Conference of English as a Lingua Franca." University of Helsinki – Helsinki, Finland.

27-29 June 2016. Presentation "Multilingual Resources as an Asset in ELF Business Interactions" at ELF 9. The 9th International Conference of English as a Lingua Franca. University of Lleida – Lleida, Spain.

26-28 May 2016. With Sara Corrizzato. Presentation "Italianizing Italy: Dubbing Woody Allen's 'To Rome with Love'" at the conference "Interferenze. Tracce, contaminazioni, interfacce, contatti, trasmissioni." University of Verona – Verona.

19 April 2016. Presentation "Remembering the reverend: an analysis of Obama's speeches Commemorating Martin Luther King" at the *giornata di studi* "Selma e dintorni. La questione African American nella letteratura, lingua e cultura degli Stati Uniti." University of Verona – Verona

10-12 September 2015. Presentation "Bringing the Story Together. Text Organization in ELF Creative Writing" alla XXVII AIA Conference. Transnational Subjects: Linguistic, Literary and Cultural Encounters. University of Naples "Federico II" – University of Naples "l'Orientale" – Naples.

13 May 2015. Presentation "From ELF to ESP: introducing meaning negotiation strategies to future healthcare professionals" at the workshop "Health and eHealth communication. Contexts, Challenges and Future Directions." University of Brescia – Brescia.

04 - 06 September 2014. Presentation "Writers and readers: negotiation of plurilingual identities by ELF speakers creating fiction online" at ELF7 - The 7th International Conference of English as a Lingua Franca - DERE: the American College of Greece – Athens, Greece.

04-07 September 2013. Co-convenor of the colloquium "ELF in Computer-Mediated Communication: characteristics, dynamics and implications" at ELF6 - the Sixth Conference of English as a Lingua Franca – University Roma 3 – Rome.

04 – 08 September 2012. Presentation of the paper "English and lexical inventiveness in the Italian Linguistic Landscape" (with Paola Vettorel) and doctoral session presentation "Non-native Speakers and Textual Poaching: Fan Fiction in English as a Lingua Franca" at ESSE conference - Boğaziçi University – Istanbul, Turchia.

15 – 17 July 2012. Presentation ""Are you alive?" Issues in Self-awareness and Personhood of Organic Artificial Intelligence" at the conference "Visions of Cyberculture" organized by Interdisciplinary.net at Mansfield College - Oxford, UK.

24 – 26 May 2012. Presentation “Culturally-loaded Language and ELF: Idiomaticity in Cross-cultural Student Interaction in University Settings” at ELF5 - The 5th International Conference of English as a Lingua Franca - Boğaziçi University – Istanbul, Turkey.

21 October 2011. Presentation “Non-native Speakers in Participatory Culture: Attitudes and Intelligibility of L2 Speech in Fan-produced Audiovisuals” at the *giornata di studio* “English Lingua Franca: Contexts, Strategies and International Relations.” University of Venice “Ca’ Foscari” – Venice.

15 – 17 September 2011. Poster presentation “Participatory Culture and the L2: Attitudes Towards Non-native Speech in Fan-produced Audiovisuals” at the XXV convegno Nazionale AIA 2011 “Regenerating Community, Territory, Voices. Memory and Vision.” University of L’Aquila – L’Aquila.

22 – 25 May 2010. Poster presentation “Creative Idiomaticity as the Expression of Shared Cultural Knowledge in ELF” at ELF3 The Third International Conference of English as a Lingua Franca. University of Vienna – Vienna, Austria

### **INVITED KEYNOTES**

14-15 february 2020. Keynote speech "Writing fanfiction in English: non-native writers and plurilingual repertoires" at the Interdisciplinary FanFiction Workshop. University of Zurich – Zurich, Switzerland.

### **EDITORIAL BOARD MEMBERSHIP**

2013 – member of the Editorial Board of the Classe A journal *Iperstoria* ISSN 2281-4582  
From 2023 – vice-editor of the journal.

Autorizzo il trattamento dei dati personali contenuti nel mio curriculum vitae in base all’art. 13 del D. Lgs. 196/2003 e all’art. 13 GDPR 679/16.

7 February 2024