

Curriculum Vitae

Elena MATTEI

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Nationality: Italian

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

EDUCATION

10/2019-07/2023

- **PhD in English Language and Translation, Digital Humanities curriculum (SSD: ANGL-01/C). Doctor Europaeus title**

PhD programme in Foreign Literatures, Languages and Linguistics at the University of Verona, part of the MIUR Project of Excellence in Digital Humanities (2018-2022).

Assessment: *Excellent* (28 July 2023). **Thesis title:** “Multimodal Corpus Analysis of Digital Tourism Narratives: A Data- driven Approach Based on Systemic Functional Linguistics and Social Semiotics”.

Supervisor: Prof. Sharon Hartle, University of Verona. Co-Supervisor: Prof. John A. Bateman, University of Bremen, Germany.

Academic years 2016/2017 – 2017/2018

- **Master’s Degree in Languages for Tourism and Business Communication (LM-38)**

Master’s Degree in Languages for Tourism and Business Communication (LM-38) at the University of Verona (10/07/2019). Thesis title: “Multimodal Promotional Communication in the Contemporary Virtual Society. The Case Study of Three Travel Agencies on Instagram”. Supervisor: Prof. Sara Corrizato. Final grade: 110/110 cum laude

Academic years 2013/2014 – 2015/2016

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

Bachelor’s Degree in Languages and Cultures for Tourism and International Trade (L-12) at the University of Verona (25/11/2016). Thesis title: “The Postcolonial White Burden in a Non- Indigenous Australia. Sorry by Gail Jones”. Supervisor: Prof. Annalisa Pes. Final grade: 110/110 cum laude

Academic years 2015/2016 – 2017/2018

- **Qualification for the teaching profession (on the basis of academic credentials)**

Acquisition of 66 additional credits in order to sit the national competitive examination for tenured secondary-school teaching positions. Subjects: English and German (including the 24-CFU Teacher Training Path; Ministerial Decree no. 616, 10 August 2017)

FURTHER TRAINING ACTIVITIES

- University of Bolzano: Winter School in Tourism Research Methods, 8-12 July 2024.
Presentation and discussion of various approaches to the **collection and analysis of visual data** (photographs, drawings, logos) in the field of tourism marketing. Methods tested: 1) **Destination Image Research**: content analysis, projective techniques in drawings and photo elicitation; 2) **Instagram discourse analysis**: qualitative analysis of climate friendly narratives and customer-based destination branding; 3) **Computer Vision and AI for automatic annotation**: collection and analysis through visual programming software.
- Ca' Foscari, Venice: Winter School in Translation Studies, 11-15 December 2023.
Participation in five days of study devoted to the critical analysis of the role of CAT tools and information technologies – including corpus software and Artificial Intelligence – in supporting translation practices and the development of new digital skills.
- University of Verona: Intensive courses on learning and using the Python programming language (12 h), 12-26 January 2022
- Universität Bremen: Intensive course on learning and using the R language (20 h), 28-29 July 2022
- Lancaster University (UK): “Lancaster Summer School in Corpus Linguistics 2021”, 21-25 June 2021
- University of Leipzig, Germany: “Summer School “11th European Summer University in Digital Humanities ‘Culture & Technology”, 3-13 August 2021, including the course “Corpus Linguistics for Digital Humanities. Introduction to Methods and Tools” (32h).
- University of Limerick, Ireland: “9th Workshop on Challenges in the Management of Large Corpora (CMLC-9): Design and Management of Research Software”, 12 July 2021

PROFESSIONAL TRAINING ACTIVITIES IN LINE WITH ACADEMIC SKILLS

- Official International Training Course to become a Regenerative Practitioner, offered by the Regensis Institute ([Link](#))

TEACHING ACTIVITIES

Academic year 2025/2026

- **Contract lecturer for the doctoral seminar** entitled “**Beyond Automation: Developing critical AI and multisemiotic literacy. Research opportunities and challenges**” (4 hours) at the University of Bergamo – PhD programme in AISF (Artificial Intelligence for Sustainable Futures) (18-19/06/2026) ([See attachment](#))
- **Contract lecturer for the doctoral seminar** entitled “**Editing and revision strategies**” (2 hours), including the critical and experimental use of Artificial Intelligence tools, within the course “Academic Writing for Business” at the University of Bergamo – Doctoral School of Advanced Training (18/06/2026) ([Link](#)) ([See attachment](#))
- **Contract lecturer in charge of the course English Language LM I 1B - Linguistics and Translation (28069). 36h (MOD2); 6 CFU** for the Master’s degree programme in Modern Languages for International Communication and Cooperation, at the Department of Foreign Languages, Literatures and Cultures (University of Bergamo, [Link](#)).
- **Contract lecturer in charge of the course Writing Netiquette (ECC038, 5h, 1CFU, [Link](#) (ECC038, 5h, 1 CFU, Ca’ Foscari International College is a University School of Advanced Studies, compliant with the**

“Quality Requirements” of Ministerial Decree 1093/2021 and recognised for the purposes of Ministerial Decrees 231/2023 and 291/2024. It awards Master’s students a qualification legally equivalent to a second-level Master’s degree. It trains **outstanding young graduates** selected among particularly deserving and talented students ([Link](#)) ([See attachment](#))

Academic year 2024/2025

- **Contract lecturer in charge** of the course **English for Economics and Business** (ET3006, 30h, 6 CFU) for the Bachelor’s degree programme in Foreign Trade and Tourism (ET30) at the Department of Economics - Ca’ Foscari University of Venice ([Link](#)).
- **Contract lecturer in charge** of the course **Business English** (ET0120, 36h, 6 CFU) for the Bachelor’s degree programme in Business Administration (ET11) at the Department of Management - Ca’ Foscari University of Venice ([Link](#)). Positive student evaluation ([See attachment](#))
- **Contract lecturer in charge** of the course **Writing Netiquette** (ECC038, 5h, 1 CFU, [Link](#)) for the International College (ECCT, ECCM) of Ca’ Foscari University, Venice. Ca’ Foscari International College is a University School of Advanced Studies, compliant with the “Quality Requirements” of Ministerial Decree 1093/2021 and recognised for the purposes of Ministerial Decrees 231/2023 and 291/2024. It awards Master’s students a qualification legally equivalent to a second-level Master’s degree. It trains **outstanding young graduates** selected among particularly deserving and talented students ([Link](#)) ([See attachment](#))

Academic year 2023/2024

- **Contract lecturer in charge** of the course **English Language** (English Language A-E, 36h, 6 CFU) for the Master’s degree programme in Comparative International Relations (LM60) at the Department of Linguistics and Comparative Cultural Studies - Ca’ Foscari University of Venice ([Link](#)).
Course focused on the transfer of critical and analytical skills in English (C1) through students’ presentations of international socio-economic topics in the form of debates. Course contents: public speaking strategies; political communication; debate structure and argumentative fallacies; searching for scientific sources; persuasive language; multimodality.

Academic year 2022/2023

- **Contract lecturer in charge** of the course “Advanced Laboratory in Humanities Computing - **Digital Humanities**” with application to multimodal communication in English (36h, 3 CFU) of the Bachelor’s degree programme: Languages and Literatures for Publishing and Digital Media (L-11), at the Department of Foreign Languages and Literatures - University of Verona ([Link](#)).
Interactive course focused on the acquisition of analytical and critical skills in English on current socio-economic and political topics through group work, oral presentations, writing and the development of research projects in the field of Corpus Linguistics and digital communication.
Details: Teaching of English linguistics for the learning of theoretical notions relating to linguistics (*Neo-Firthian Linguistics*, *Systemic Functional Linguistics*), to discourse analysis (*news discourse*, *political discourse*, *promotional discourse*), and to social semiotics. Preparation of laboratory activities for the collection and analysis of written-language and multimodal corpora.
- **Contract lecturer** (6h teaching, 1 CFU) **in charge** of the module “Posts, blog entries and reports” in the advanced postgraduate course for professional development *English for the World of Work*, University of Verona. Seminars on **writing scientific reports in English**, professional blogs and social network posts. Marking and assessment of essays (30h) and member of the examination board.

From academic year 2019/2020 to academic year 2022/2023

- **Lecturer** (4h) for part of the module “Transitivity in Systemic Functional Linguistics” (4 h) in the course English Language III (Prof. Sharon Hartle) within the course “English Language 3” of the degree programme in Foreign Languages and Literatures at the Department of Foreign Languages and Literatures, University of Verona

SUBJECT EXPERT (CULTRICE DELLA MATERIA)

Academic year 2025/2026

- **Subject expert** (SSD ANGL-01/C) at the Department of Foreign Languages, Literatures and Cultures (University of Bergamo)

Academic year 2024/2025

- **Subject expert** (SSD ANGL-01/C) at the Department of Foreign Literatures and Cultures (University of Bergamo)

Academic year 2024/2025

- **Subject expert** (SSD ANGL-01/C) at the Department of Linguistics and Comparative Cultural Studies (Ca' Foscari University of Venice)

Academic year 2019/2020

- **Subject expert** in the SSD L-LIN/12 at the Department of Foreign Languages and Literatures (University of Verona)

Academic year 2020/2021

- **Subject expert** in the SSD L-LIN/12 at the Department of Foreign Languages and Literatures (University of Verona)

Academic year 2021/2022

- **Subject expert** in the SSD L-LIN/12 at the Department of Foreign Languages and Literatures (University of Verona)

Academic year 2022/2023

- **Subject expert** in the SSD L-LIN/12 at the Department of Foreign Languages and Literatures (University of Verona)

SUPPLEMENTARY TEACHING ACTIVITIES AND STUDENT SERVICES

Academic year 2022/2023

- **Teaching assistant** (30h) for the writing of Master's theses in English language courses, at the Department of Foreign Languages and Literatures, University of Verona (Fondo Sostegno Giovani – Youth Support Fund).

Academic year 2021/2022

- **Translation tutoring** (20h) in English for students of the course “Wikipedia laboratories for the international dissemination of cultural heritage” of the degree programme in Digital Humanities. **Support in the translation and creation of Wikipedia web pages (EN→IT)** concerning itineraries, routes, infrastructures, bridges and structures belonging to the road network of the Roman Empire. The translated entries are collected in a map ([Link](#)).

Academic year 2019/2020

As contract lecturer and subject expert, member of the examination board for all teaching modules. Moreover, having been appointed subject expert in English Language for the degree programmes within the Department of Foreign Languages and Literatures of the University of Verona, she was a **member of**

the **examination** board for the courses English Language I and English Language III (Prof. Sharon Hartle) of the degree programme in Foreign Languages and Literatures at the Department of Foreign Languages and Literatures, University of Verona

Academic year 2020/2021

As contract lecturer and subject expert, member of the examination board for all teaching modules. Moreover, having been appointed subject expert in English Language for the degree programmes within the Department of Foreign Languages and Literatures of the University of Verona, she was a **member** of the **examination** board for the courses English Language I and English Language III (Prof. Sharon Hartle) of the degree programme in Foreign Languages and Literatures at the Department of Foreign Languages and Literatures, University of Verona

Academic year 2021/2022

As contract lecturer and subject expert, member of the examination board for all teaching modules. Moreover, having been appointed subject expert in English Language for the degree programmes within the Department of Foreign Languages and Literatures of the University of Verona, she was a **member** of the **examination** board for the courses English Language I and English Language III (Prof. Sharon Hartle) of the degree programme in Foreign Languages and Literatures at the Department of Foreign Languages and Literatures, University of Verona

Academic year 2022/2023

As contract lecturer and subject expert, member of the examination board for all teaching modules. Moreover, having been appointed subject expert in English Language for the degree programmes within the Department of Foreign Languages and Literatures of the University of Verona, she was a **member** of the **examination** board for the courses English Language I and English Language III (Prof. Sharon Hartle) of the degree programme in Foreign Languages and Literatures at the Department of Foreign Languages and Literatures, University of Verona

THESIS SUPERVISION ACTIVITIES

Academic year 2025/2026

- **Supervisor of two Master's theses** at the Department of Foreign Languages, Literatures and Cultures, University of Bergamo. Names of the students: Andrea Svanella; Sara Plebani (theses in progress).
Research areas: *English loanwords in tourism and journalistic discourse with a corpus-based methodology*.
- **Co-supervisor of one Master's thesis** at the Department of Foreign Languages, Literatures and Cultures, University of Bergamo. Name of the student: Nicole Gambirasio. Provisional thesis title: "The linguistic and social function of emojis in digital communication" (thesis in progress).

Academic year 2022/2023

- **Co-supervisor of three Master's theses** at the Department of Foreign Languages and Literatures, University of Verona. Names of the candidates and thesis titles: Barbara Uselli, "Achieving persuasiveness: The online narrative of the Lugana wine"; Giada Rasera, "The export of Italian wine in China and the USA: A general overview on the perception of wineries' websites"; Camilla Zonta, "The role of the English language as a promotional tool for Made in Italy products: A linguistic analysis of Italian design websites"
- Research areas: **Tourism discourse** and multimodal communication for persuasive purposes; marketing studies on *Made in Italy* e *Country of Origin effect* (COO). Supervised research methodologies: *Systemic Functional Linguistics*; *Appraisal Analysis*; *Tourism Discourse*; *Corpus Analysis*; *Grammar of Visual Design*.

PARTICIPATION IN GRADUATION BOARDS

Academic year 2022/2023

- **Member** of the **Master's degree graduation board** (April 2023) at the Department of Foreign Languages and Literatures, University of Verona.

TEACHING COLLABORATIONS

Academic year 2022/2023

- **Collaborator** in the project "Towards Inclusive and Accessible Language Teaching: an effective and applicable teaching model (GIAM)" (Sharon Hartle). Benchmarking, pre-testing and post-testing activities with the participants selected for the inclusive course *Business English for Everybody* (Prof. Hartle; Dr Tenca), following the *Business English Certificate* (BEC, Cambridge English Certifications).

RESEARCH

POSTDOCTORAL RESEARCH FELLOWSHIPS

- 05/2025 – 04/2027: **Research Fellow in English Language and Translation (ANGL-01/C), "Experienced Postdoctoral Fellowship"** at the Department of Foreign Languages, Literatures and Cultures, University of Bergamo. Scientific supervisor: Prof. Cinzia Spinzi (2025); Prof. Stefania Maci (2026-). **Project title:** "Communicative models for the effective promotion of the social and environmental development of tourist destinations and local communities" ([Link](#)) ([See attachment](#))
- 10/2023 – 04/2025: **Research Fellow in English Language and Translation (ANGL-01/C; formerly L-LIN/12)** for Tourism, within a Project of Significant National Interest (PRIN) at the Department of Linguistics and Comparative Cultural Studies, Ca' Foscari University of Venice. Scientific supervisor: Prof. Mirella Agorni. **Project title:** DIETALY (Destination Italy in English Translation and Language over the Years). Topic and activities: The mediation of the destination Italy in early twentieth-century English tourism translation. Compilation and analysis of a parallel and multimodal corpus from a diachronic perspective ([See attachment](#))

RESEARCH MOBILITY

- 04/2022-07/2022: **Research period abroad (Guest Researcher) within the framework of her doctoral thesis** for the purposes of collaboration with Prof. John A. Bateman at the Department of English Applied Linguistics (under **contract** with the University of Bremen: 11-04-2022/25-07/2022). Learning of data modelling and clustering methodologies with R for the analysis of frequency variation and correlations between communicative strategies in corpora of written text and images (PCA, CA, Chi-square) ([See attachment](#))

RESEARCH PROJECTS

- **(2026-) Member of the international research project *Corpus Sense project*** (PID2024-160163OB-I00), coordinated by Prof. Antonio Moreno Ortiz, University of Malaga, Spain. Funded by the Ministry of Science and Innovation. (https://www.aei.gob.es/sites/default/files/convocatory_info/assistants/2025-09/PID2024-PRP-Contratos-Predoctorales.pdf)
- **(2023-2025) Member of the PRIN 2020 research project *Destination Italy in English Translation over the years*** (PRIN DIETALY 2020 - Project number: **2020C4RRB5** - <https://pric.unive.it/projects/dietaly/home>). Topic: The mediation of the destination Italy in early

twentieth-century English tourism translation. Research activities devoted to the study of the role of the English language and of translation in the construction and promotion of the image of Italy for international audiences from 1919 to the present.

Specific activities: Compilation and analysis of a parallel and multimodal corpus from a diachronic perspective and creation of the DIETALY database, the main output of the national project. In particular:

- 1- I worked on the study of the translation and linguistic analysis of historical promotional materials produced by ENIT and other institutions, contributing to the creation of a parallel corpus and to the systematisation of contents in the DIETALY database, which collects over 600 texts indexed according to more than 30 criteria. My contribution concerned in particular the **creation of the Italian–English parallel corpus** (114,000 tokens for each language), developed from institutional tourist brochures and magazines published between 1919 and 1959. I was responsible for the **review of the literature on translation**, the analysis of existing corpora and the definition of the **methodological criteria** for the cleaning, proofreading and alignment of the texts. I developed **operational guidelines** and a legend for the interns involved in the normalisation of the documents, supervising the correction of OCR errors, formatting anomalies and non-textual contents. I managed the segmentation of the documents, the alignment of paragraphs through Excel and the preparation of the files for upload to **Sketch Engine**, including XML encoding and the integration of metadata (year, language, title, period). The final corpus, tested and validated, constitutes a resource for linguistic and translation analysis, useful for investigating translation patterns, lexical choices and stylistic variation in tourism discourse. The results were presented at the international conference in Salamanca and contributed to the **project outputs**, including the **DIETALY database** and the **scientific publications** devoted to the evolution of Italian tourism communication ([See attachment](#))
- **(2023-2025) Member of the research project** *Intra- and interlingual, intercultural and intermodal adaptation in tourism and cultural heritage communication from an accessibility perspective* ([Link](#)) ([See attachment](#))

RESEARCH GROUPS (2023-2025)

- Destination Italy in English Translation over the years (PRIN DIETALY 2020, [Link](#)) ([See attachment](#))
- Intra- and interlingual, intercultural and intermodal adaptation in tourism and cultural heritage communication from an accessibility perspective ([Link](#)) ([See attachment](#))

PRESENTATIONS AT NATIONAL AND INTERNATIONAL CONFERENCES

2026

- *Task-based design and implementation and discipline-informed language education in contexts of migration, multilingualism and large enrolment*, University of Siena, 15-16 October 2026 ([Link](#))
Paper accepted and to be presented: “GenAI as Task Technology in the ESP Classroom: A Three-Phase Design for Multimodal Tourism Literacy”
- *European Society for the Study of English Conference*, University of Santiago de Compostela, 31 August - 4 September 2026 ([Link](#)) ([See attachment](#))
Paper accepted and presented: “Reconciliation with the Land through Her People: Indigenous Discourses of Resistance Against Consumerist Narratives in Regenerative Tourism”
- *International Symposium on Tourism, Communication and Translation*, University of Birmingham, 3-4

September

2026

([Link](#))

Paper accepted and presented: "Multimodal Worldmaking in Post-sustainable Tourism: How Philanthropic Imagery and Regenerative Language Co-construct Destination Visibility and Value"

- *Clavier Study Day*, Rome, Sapienza University, 29-30 May 2026 ([Link](#))

Paper accepted and presented: "Challenging Neoliberal Tourism: Indigenous Metaphors and the Discursive Turn to Regeneration"

- *Digital Humanities Summer School*, University of Modena and Reggio Emilia, 8-12 June 2026 ([Link](#))

Paper accepted and presented: "Reconfiguring Socio-ecological Awareness in Tourism Discourse through Regenerative Principles: A Corpus-Driven, SFL-based Analysis of Competing Multimodal Imaginaries"

- *Rethinking Routes: New Perspectives on Slow Tourism, Inclusion, Sustainability, and Digital Innovation*, University of Modena and Reggio Emilia, 18 June 2026 ([Link](#))

Paper accepted and presented: "Beyond Neoliberalism: Mapping Indigenous and Regenerative Multimodal Imaginaries to Restore the Potential of Places in Travel Practices".

- *Corpora and Discourse International Conference*, Lancaster University, 25-25 June 2026 ([Link](#))

Paper accepted and presented: "Constructing regenerative travel: A corpus-driven, functionally motivated multimodal discourse analysis of Instagram hashtagging practices and eco-sensitive narratives"

- *34th European Systemic Functional Linguistics Conference*, Goteborg University, 1-3 July 2026 ([Link](#))

Paper accepted and presented: "A semiotics of consumption or regeneration? A Corpus Linguistics and SFL Multimodal Framework to model ecosocial systems in competing travel narratives"

- *CADAAD conference*, University of Valladolid, 8-10 July 2026 ([Link](#))

Paper accepted and presented: "Spaces of healing: How Instagram Influencers' discourses of mental health construct recovery in natural environments".

2025

- *11th Congress of the European Society for Translation Studies*, Leeds, 30 June - 3 July 2025.

Paper accepted but not presented for reasons beyond the author's control: "What are corpora good for? Conducting a quantitative analysis of translated tourism discourse in 20th century Italy"

- *CERLIS2025 "Metaphors in Specialized Discourses in and across cultures"*, University of Bergamo, 12-14 June 2025 ([Link](#)).

Paper accepted and presented: "Nature as SPECTACULAR PRODUCT or LIVING ORGANISM? Metaphorical mappings in Instagram tourism discourse"

- *Tourism between War and Peace. 1900-1939*, University of Naples Federico II, Sorrento, 8 April 2025 ([Link](#))

Paper accepted and presented: "Italy's Destination Image in the 20th century: An analysis of visuals in ENIT travel magazines".

- *50th International Systemic Functional Congress and Institute (ISFC 50): A trinocular retrospective*, Glasgow, 7-11 July 2025 ([Link](#))

Paper accepted and presented: "The architecture of SFL for the development of regenerative communication: corpus and manual annotation of Instagram tourism discourse"

- *12th International Conference on Multimodality*, Groningen, 29-31 October 2025.

Paper accepted but not presented for reasons beyond the author's control: "Italy's Destination Image in the 20th century: An empirical study of multimodal tourism discourse"

- *AIA32*, University of Turin, 11-13 September 2025 ([Link](#))

Paper accepted and presented: "From Farm-to-Table: Measuring host communities' efforts to preserve a respectful and authentic relationship with the plant world in Instagram tourism reels"

- *Languaging Diversity*, University of Chieti-Pescara, 3-5 December 2025 ([Link](#))

Paper accepted and presented: "From cultural attraction to holistic education: Conveying values of biosociospiritual regeneration through Indigenous communities' representation in English multimodal tourism communication"

2024

- *Translation and Cultural Sustainability: Challenges and New Avenues*, Salamanca, 16-19 April 2024 ([Link](#))
Paper accepted and presented: "Mediating *Destination Italy* in early 20th century English tourism translation: Compiling and analysing parallel corpora from a diachronic perspective"
- *Beyond Words: Persuasive Narratives and Multimodal Discourse*, Vilnius University, Kaunas Faculty, Lithuania, 24-25 October 2024 ([Link](#))
Paper accepted and presented: "Persuasion through systemic appeals to the romantic pristine: fulfilling the need for control and escape through multimodal tourism discourse on Instagram"
- *Giornate del Turismo 2024 (Tourism Days 2024)*, University of Udine, 7-9 November 2024 ([Link](#))
Paper accepted and presented (in Italian): "Come promuovere un'immagine turistica in modo efficace ed ecosostenibile? I risultati di uno studio sperimentale multimodale" [How to promote a tourist image effectively and sustainably? Results of a multimodal experimental study]
- *Translation across Time: Historical Developments and Modern Adaptations*, Ca' Foscari University of Venice, 11-12 December 2024 ([Link](#))
Paper accepted and presented: "Digitising and annotating Italian institutional tourism promotion: A historical database of Italy's tourism texts from 1919 to 1959"
- *Enhancing Sustainability: Bridging Corporate Practices with Academic and Popular Discourse*, University of Naples 'L'Orientale', 19-20 December 2024 ([Link](#))
Paper accepted and presented: "When sustainability is not enough: activating citizens through multimodal communication modelling on Instagram"

2023

- *TRADITUR*, Universidad de Córdoba, 6-8 November 2023 ([See attachment](#))
Paper accepted and presented: "Exploring practices of *mediation* in early 20th century English tourism discourse in Italy: A computer-assisted lexical analysis",
- *CLAVIER 2023: Framing nature: discourses past and present of nature and the environment, A sustainability perspective*, University of Milan, 23-25 November 2023 ([Link](#))
Paper accepted and presented: "May the consumerist-based framing of nature as Other be reversed for sustainability promotion? An empirical multimodal study of Instagram tourism discourse"
- *DH2023: Collaboration as Opportunity*, Graz Universität, Austria, 10-14 July 2023 ([Link](#))
Paper accepted and presented: "Investigating Multisemiotic Persuasive Practices by Integrating Computational Methods and Complementary Theoretical Frameworks"
- *11th International Conference on Multimodality*, London, 27-29 September 2023. Panel proposal by the BreGroMM research group "in lieu of a Festschrift for John A. Bateman" ([Link](#))
Paper accepted and presented: "Exploring Digital Tourism narratives with a Data-driven Approach: The Perpetuation of the *romantic gaze* in Instagram Photography"

2022

- *43e colloque du GERAS: Multimodalité et multimédialité en anglais de spécialité: enjeux discursifs, culturels, didactiques et traductologiques*, Université Grenoble Alpes (France), 24-26 March 2022 ([Link](#))

Paper accepted and presented: “Corpus-Based Analysis of Multimodal Tourism Narratives on Instagram: Evoking Romantic Gazes of Evaluation as Means of Persuasion.”

- *Approaches to Digital Discourse Analysis (ADDA3)*, University of South Florida (St. Petersburg, Florida, U.S.A.), 13-15 May ([Link](#))

Paper accepted and presented: “Multimodal Tourism Narratives in the Instagram Era.”

- *XIII International CORPUS Linguistics Conference - Specialized Discourse and Translation Studies in Corpus Linguistics (CILC2022)*, University of Bergamo, 26-28 May 2022 ([Link](#))

Paper accepted and presented: “Corpus-Assisted Discourse Analysis of Transitivity and Evaluative Practices as Means of Persuasion in the Instagram Representation of the Tourist Experience.”

- *Past, History and Memory in Language and Literary Studies (PhD conference)*, University of Verona, 23 – 25 June ([Link](#))

Paper accepted and presented: “Investigating Contemporary Multimodal Discourse Practices by means of Digital Methods: The Challenge of Reliability and Reproducibility in a Multidisciplinary Perspective.”

- *Simposio Internacional. Sostenibilidad en el sector turístico: implementación y comunicación*, Instituto Cultura y Sociedad, Universidad de Navarra, 30 June – 1 July 2022 ([Link](#))

Paper accepted and presented: “Rethinking Multimodal Tourism Narratives on Social Media: Leveraging the Capitalist, ‘Romantic Gaze’ of the Postmodern Traveler to Promote Sustainability.”

- *31st European Systemic Functional Linguistics: Social Semiotics and Sustainability*, University of Southern Denmark, 24-26 August 2021 ([Link](#))

Paper accepted and presented: “Multimodal Tourism Discourse on Instagram: How to Leverage the Romantic Gaze and Its Aura of Exclusivity and Superiority to Foster Sustainable Behavior.”

- *The Bremen-Groningen Online Workshops on Multimodality*, University of Bremen and University of Groningen, 29 January 2021 ([Link](#))

Paper accepted and presented: Researching Contemporary Multimodal Artefacts: An Empirical Study of Tourism Photography on Instagram and Official Websites.”

- *XII International Conference on Corpus Linguistics (CILC 2021)*, University of Murcia, Spain, 28-30 April 2021 ([Link](#))

Paper accepted and presented: “Multimodal Corpus Analysis of Online Tourism Narratives.”

- *DHSI Conference and Colloquium*, Digital Humanities Summer Institute, University of Victoria, Canada, 7-18 June 2021 ([Link](#), last accessed: 20 December 2021)

Paper accepted and presented: “Multimodal Corpus Analysis of Tourism Discourse on Social Media and Websites.”

- *Corpora and Discourse International Conference*, University of Sussex, 17-19 June 2020 ([Link](#))

Paper accepted and presented: “Multimodal Corpus Analysis of Tourism Promotional Communication Online.”

INVITED CONFERENCE TALKS (KEYNOTE)

- *L’Altra Montagna. Narrazioni di comunità per un turismo sostenibile [The Other Mountain. Community narratives for sustainable tourism]*, University of Udine, 27 June 2026 ([Link](#)) ([See attachment](#))

Paper presented (in Italian): “Modelli comunicativi per una proposta turistica rigenerativa: Casi studio di interazione testo-immagine e best practice in lingua inglese” [Communicative models for a regenerative tourism offer: case studies of text-image interaction and best practices in English]

- *Smart Community Tourism Webinar Series*, 14 June 2025 ([Link](#))

Paper presented: “For a new (re)generation: modelling effective tourism communication for social-ecological development of local communities and destinations”

- *AI: Challenges and Potentialities. A Discourse Analysis Perspective*, Department of Foreign Languages,

Literatures and Cultures, University of Bergamo, 20 October 2023 ([Link](#)) ([See attachment](#))

Paper presented: Integrating Computational and Statistical Methods into the Humanities: Investigating Multimodal Tourism Discourse with Empirical Social Semiotics and SRI Tagging Software

- *AI: Challenges and Potentialities. A Discourse Analysis Perspective*, Department of Foreign Languages, Literatures and Cultures, University of Bergamo, 20 October 2023 ([Link](#)) ([See attachment](#))

Paper presented: “SRI Tagging Software: Hands-on workshop”

- *Viaggio nel turismo del prossimo decennio [A journey into the tourism of the next decade]*, Round table organised by the research centre Randstad Research on the future professions of tourism, Como, Teatro Sociale, 9 July 2024 ([Link](#) to the round table, [Link](#) to the official report) Event coordinated by Prof. Emilio Colombo, Full Professor of Economics, Università Cattolica del Sacro Cuore, Milan. Scientific committee chaired by Prof. Enrico Giovannini, Full Professor of Economic Statistics, University of Rome Tor Vergata, and Minister of Infrastructure and Sustainable Mobility in the Draghi government (2022); Minister of Labour and Social Policies in the Letta government (2013-2014)

Topics discussed: linguistic and communicative skills; digital and visual skills; discussion of the role of Artificial Intelligence and of the construction of narratives that promote environmentally sustainable behaviour.

- *3rd Bremen Student Conference in English Linguistics*, Universität Bremen, 25 July 2022 ([Link](#))

Paper presented: “How to Perform Systematic Manual Tagging of Visual Artifacts”. Introduction of the empirical method to students, focused on the creation of linguistic taxonomies and corpus annotation. Interactive use of the SRI Tagging software.

INVITED SEMINARS

- Seminar for the degree programme in Sciences and Techniques of Cultural Tourism, 25 February 2026, University of Udine. Referent lecturer: Prof. Eleonora Gallitelli. Invited paper presented: “Understanding Multimodal Communication through AI-driven Multimodal Analysis” ([Link](#)). Topic: Artificial intelligence and the creation of multimodal tourism promotional content for students of English for Specific Purposes. European project [ELITE-AI](#) ([See attachment](#))
- Seminar for the degree programme in Sciences and Techniques of Cultural Tourism, 4 March 2026, University of Udine. Referent lecturer: Prof. Eleonora Gallitelli. Invited paper presented: Workshop “From data to Destination Branding: AI-powered creation of Customized Tourism Content” ([Link](#)). Project [ELITE-AI](#) ([See attachment](#))
- Seminar for the degree programme in Sciences and Techniques of Cultural Tourism, 19 March 2025, University of Udine. Referent lecturer: Prof. Eleonora Gallitelli. Invited paper presented: “Multimodal Analysis in Tourism Communication through AI tools” ([Link](#)). Project [ELITE-AI](#) ([See attachment](#))
- Seminar for the degree programme in Sciences and Techniques of Cultural Tourism, 20 March 2025, University of Udine. Referent lecturer: Prof. Eleonora Gallitelli. Invited paper presented: Workshop “Application of AI in developing professional skills for ESP learners” ([Link](#)). Project [ELITE-AI](#) ([See attachment](#))
- Seminar for the Faculty of Linguistics, University of Bochum, 2 December 2022. Invited one-day paper on the following topics: 1) Digital communication; 2) Corpus linguistics; 3) Carrying out a Digital Humanities project: research hypotheses, methodologies and techniques for the selection, collection, annotation and analysis of linguistic and multisemiotic data using open-access software and databases.
- Seminar for the university course Identity in Film and Graphic Novels, April 2022, University of Bremen. Referent lecturer: Tamara Drummond. Topics addressed: Introduction for students to the ways of developing a linguistic and multimodal annotation system.
- Seminar for the degree programme in English Language for students of Communication Sciences, March

2022, University of Verona. Referent lecturer: 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 for the degree programme in English Language for students of Communication Sciences, March 2022, University of Verona. Referent lecturer: 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.”

PUBLICATIONS

Monographs

- Mattei, Elena (2026). *The language of persuasion on Instagram: A systemic Functional Grammar of Multimodal Tourism Discourse*. London: Routledge. ISBN 9781032937489. 326 pp. ([Link](#))
- Mattei, Elena (in press). *The Meaning of Images: Testing the Grammar of Visual Design on Instagram Travel Photography*. Book series *Pathways to Multimodality*, edited by John Bateman, Jana Pflaeging, Hartmut Stöckl, Janina Wildfeuer. Berlin: DeGruyter. ([See attachment](#))

Doctoral thesis

- Mattei, Elena (2023). "Multimodal Corpus Analysis of Digital Tourism Narratives: A Data-driven Approach Based on Systemic Functional Linguistics and Social Semiotics." Doctoral thesis. Verona: University of Verona. 598 pp. ([Link](#)). Identifier: <https://iris.univr.it/handle/11562/1098826>

Edited volumes

- Fontana, Sara, Elena Mattei, Paola Peratello, Fabio Ramasso, and Stefano Ambrosini, edited by (2023). *Margins and Forgotten Places*. Alessandria: Edizioni dell’Orso. ISBN: 978-88-3613-358-1 ([Link](#))

Book chapters

- Fontana, Sara, Elena Mattei, Paola Peratello, Fabio Ramasso, and Stefano Ambrosini (2023). "Introduction." *Margins and Forgotten Places*. Alessandria: Edizioni dell’Orso, 2023. IX-XXII. ISBN: 978-88-3613-358-1 ([Link](#))
- Mattei, Elena, and Stefania M. Maci (2025). "For a future (re)generation: modelling effective tourism communication for social-ecological development of local communities and destinations." In Francesc Fusté-Forné and Asif Hussain, *The Routledge Handbook of Regenerative Tourism*, 557-576. London: Routledge. <https://doi.org/10.4324/9781003469810>. ISBN 9781032745558
- Mattei, Elena and Janina Wildfeuer (2026). "Multimodal tourism discourse: Comparing Instagram posts and websites." In John A. Bateman, Janina Wildfeuer, and Tuomo Hiippala (eds) *Multimodality. A Hands-on Guide*, Berlin: DeGruyter (192-221). <https://doi.org/10.1515/9783111411651-009>. Paperback ISBN: 9783111410517
- Mattei, Elena. (in press) "Is Instagram tourism discourse sustainable? Evidence from an SFL-driven corpus study". In Paola Catenaccio, Maria Cristina Paganoni, Giuliana Garzone, and Jekaterina Nikitina (eds.) *Framing Nature: Discourses of Nature and the Environment across Contexts*, London: Palgrave Macmillan ([See attachment](#))
- Mattei, Elena (in press). "When sustainability is not enough: Activating citizens through regenerative narratives by triangulating manual and automatic annotation". In Giuseppe Balirano, Michael Burke and Marina Niceforo (eds) *Sustainability in Words and Actions: Products, Processes and People in Eco-Centric Communication*, London: Routledge. ([See attachment](#))

- Mattei, Elena and Stefania M. Maci (accepted for publication). "Rhetorics of Regenerative Tourism: Building Sustainable Futures through Community Cooperation" in Charles Bazerman, Diana M. Waigandt, Montserrat Castelló Badia, and Christopher Thaiss (eds) *Words into Climate Action. Fort Collins: WAC Clearinghouse* ([See attachment](#))

Journal articles

- Maci, Stefania M., and Elena Mattei (in press). "Metaphors as Cognitive, Discursive and Cultural Phenomena: Why here, why now" in Stefania M. Maci and Elena Mattei (Special Issue editors) *Metaphors in Specialized Discourses In and Across Cultures*. Cultus Journal (**Class A**) ([See attachment](#))
- Mattei, Elena (in press). "From Farm to Table: Measuring Host Communities' Relationship with the Plant World in Instagram Tourism Reels". *Annali di Ca' Foscari (Serie Occidentale)* (**Class A**) ([See attachment](#)) ISSN: 2499-1562
- Mattei, Elena (in press). "Nature as SPECTACULAR PRODUCT or LIVING ORGANISM? Metaphorical mappings in *Instagram* tourism discourse". *I-LanD Journal* (**Class A**) ([See attachment](#)) ISSN: 2532-6368
- Mattei, Elena, and Luigi Capoani (2025). "Discourse on Complexity: Can Ecolinguistics support the development of more equitable and sustainable economic models?" *International Journal of Linguistics* 17.7: 39-88. (**Class A**) DOI: <https://doi.org/10.5296/ijl.v17i7.23443>. ISSN 1948-5425
- Mattei, Elena (2025). "From exclusive health and climatic resorts to affordable summer holidays: ENIT's seaside tourism promotion in English over the years." *Altre Modernità*: 119-142. (**Class A**). DOI: <https://doi.org/10.54103/2035-7680/28352>. ISSN: 2035-7680
- Mattei, Elena (2025). "Integrating computational and statistical methods into the Humanities: Investigating tourism discourse with empirical social semiotics" *International Journal of Language Studies*, 19.2: 89-126. (**Class A**). DOI: <https://doi.org/10.5281/zenodo.15250832> ([Link](#)). ISSN: 2157-4898
- Mattei, Elena (2024). "Dare voce e spazio ai desideri del turista postmoderno: mappare le strategie turistiche tradizionali per uno sguardo sostenibile in prospettiva multisemiotica" [Giving voice and space to the desires of the postmodern tourist: mapping traditional tourism strategies towards a sustainable gaze from a multisemiotic perspective]. *Annali del Turismo* 13: 45-71 ([Link](#)) ISSN: 2283-3102
- Mattei, Elena (2024). "Approaching Multisemiotic Phenomena with Empirical Multimodality: Exploratory Analysis of Tourism Narratives through Data-driven Labeling." *Frontiers in Communication. Special Issue honouring John Bateman's work: Drawing Multimodality's Bigger Picture: Metalanguages and Corpora for Multimodal Analyses*, 9: 1-9. DOI: <https://doi.org/10.3389/fcomm.2024.1355406>. ISSN: 2297-900X.
- Mattei, Elena (2023). "Theory and Method for the Statistical Investigation of Multimodal Promotional Practices in the Digital Era." *Interdisciplinary Digital Engagement in Arts & Humanities* (IDEAH) 3.2: 1-32. DOI: <https://doi.org/10.21428/f1f23564.7921b725> (Library and Archives Canada, ISSN: 2563-3082)
- Mattei, Elena (2023). "Investigating Multisemiotic Persuasive Practices by Integrating Computational Methods and Complementary Theoretical Frameworks." *Centre for Information Modelling, Austrian Centre for Digital Humanities*: 1-2. www.zenodo.org/record/8107451
- Lorenzetti, Maria Ivana, & Elena Mattei (2022). "People-building Strategies in Trump's and Biden's Political Discourse: A Critical Discourse Analysis between Populism and Anti-Populism." *Iperstoria* 20: 351-382. doi:10.13136/2281-4582/2022.i20.1233. (**Class A**) ISSN 2281-4582.

Reviews

- Mattei, Elena (2021). Review of *English Tourism Discourse: Insights into the Professional, Promotional and Digital Language of Tourism* by Stefania M. Maci. In: *Iperstoria* 18: 229-233. <https://doi.org/10.13136/2281-4582/2021.i18.1095>. ISSN 2281-4582.

- Mattei, Elena (2020). Review of *Understanding Abstract Concepts across Modes in Multimodal Discourse: A Cognitive Linguistic Approach* by Elżbieta Górka. In: *Iperstoria* 15: 428-432. <https://doi.org/10.13136/2281-4582/2020.i15.667>. ISSN 2281-4582.
- Mattei, Elena (2020). Review of *Systematically Working with Multimodal Data: Research Methods in Multimodal Discourse Analysis* by Sigrid Norris. In: *Iperstoria* 15: 423-427. DOI: <https://doi.org/10.13136/2281-4582/2020.i15.691>. ISSN 2281-4582.
- Mattei, Elena (2020). Review of *Doing Linguistics with a Corpus: Methodological Considerations for the Everyday User* by Jesse Egbert, Tove Larsson, and Douglas Biber. In: *Iperstoria* 16: 370- 373. DOI: <https://doi.org/10.13136/2281-4582/2020.i16.929>. ISSN 2281-4582.
- Mattei, Elena (2020). Report of the CLAVIER 2019 conference *Knowledge Dissemination and Multimodal Literacy: Research Perspectives on ESP in a Digital Age* Report. In: *AIA Newsletter* 99: 20.

Entries in electronic dictionaries

- Mattei, Elena et al. (2023). *"/pass-u/ s.m."* in Éva Buchi, *Dictionnaire Étymologique Roman* (DÉRom), Analyse et Traitement Informatique de la Langue Française (ATILF, CNRS, Université de Lorraine). www.atilf.fr/DERom/entree/'pass-u

RESEARCH OUTPUTS – MONOLINGUAL AND PARALLEL CORPORA AND DATABASES

- HITRADE database, a collection of multilingual specialised texts and translations (including English) ([Link](#))
- DIETALY database and parallel diachronic corpus ([Link](#)) ([See attachment](#))
 - The DIETALY database is the result of research on tourism communication and on the English-language promotional materials produced by Italian institutions between the 1920s and the 1950s (in particular ENIT). The materials come from public libraries and private collections. The database currently contains over 600 tourism-related texts, including brochures, leaflets and magazines. It offers a detailed and well-structured index of the collected materials, indicating the location of the original documents and categorising the texts according to more than 30 criteria, such as date and language of publication, genre, translator (where mentioned), promotional aspects, visual elements and geographical and thematic focus. This structure supports both quantitative and qualitative research, allowing for customisable exploration.
 - Parallel diachronic corpus of ENIT tourism promotional texts in Italian and English from the 1920s to the 1960s – ITA (Source text) → ENG (Target text), drawn from the DIETALY database and cleaned, filtered and aligned for correct reading and query searching of the corpus in Sketch Engine (228,000 tokens). (See section *Research projects* for detailed information)

RESEARCH OUTPUTS – SOFTWARE DEVELOPMENT (multimodal corpus analysis)

Conception and design of the software *Statistically Reliable Image Tagging*, developed by Giulio Ermanno Pibiri (PhD), Associate Professor of Computer Science at Ca' Foscari University of Venice and affiliated with the National Research Council (CNR, [Link](#))

Web-based, open-access computational resource that allows the creation of hierarchical annotation systems for visual and multimodal communication in order to 1) tag and quantify strategies in images (including photography), advertisements, memes and comics, and 2) empirically and statistically test theory-based models. It is also possible to measure on site the frequency of each variable and the correlations between variables (tags) within each corpus, or across several corpora. Export of frequencies is supported through the .json model in various formats (.csv; .xlsx) for statistical calculations or data-mining measures in R or Python.

EDITORIAL BOARD

- **Editorial board member** of the journal **Visual Communication** (Class A) ([Link](#)) ([See attachment](#)) (ISSN: 1470-3572)
- **Editorial board member** of the scientific journal **TRANS-KATA** ([Link](#)) (ISSN: 2747-0555) ([See attachment](#))
- **Board of referees member** of the scientific journal **Miscelánea: A Journal of English and American Studies** ([Link](#)) ISSN: 1137-6368

EDITORIAL ACTIVITIES AS GUEST EDITOR

- Guest editor of Cultus: The journal of intercultural mediation and communication ([Link](#)) ([See attachment](#))
- Guest editor of Cerlis journal ([Link](#)) ([See attachment](#))
- Guest editor of Cerlis Series ([Link](#)) ([See attachment](#))

COPYEDITING ACTIVITIES

- **Copyeditor** of the journal **Cerlis** journal ([Link](#))
- **Copyeditor** of the book series **Cerlis Series** ([Link](#))
- Editorial board member of the journal Iperstoria (Class A): copyediting and proofreading activities (2019-2024)

REVIEWING ACTIVITIES

- Peer review activity for **Routledge**. Review of book proposals. Research areas: Corpus linguistics, multimediality. Editor: Elysse Preposi
- Peer review activity for **Bloomsbury Academic**. Review of scientific volumes on linguistics. Editor: Laura Gallon
- Double-blind peer review activity for the journal Visual Communication (**Class A**) (Sage Journals)
- Double-blind peer review activity for the journal MediAzioni (**Class A**)
- Double-blind peer review activity for the journal Lingue e Linguaggi (**Class A**)
- Double-blind peer review activity for the scientific journal Miscelánea: A Journal of English and American Studies
- Double-blind peer review activity for the scientific journal Languages, Cultures and Mediation (LMC)
- Double-blind peer review activity of contributions for the scientific journal *Linguistics and the Human Sciences* (University of Toronto Press; Editor: Jonathan Webster)
- Double-blind peer review activity for the scientific journal Language and Communication (Elsevier)
- Double-blind peer review activity for the scientific journal Social Sciences and Humanities (Elsevier)
- Double-blind peer review activity of contributions for the scientific journal *Digital Scholarship in the Humanities* (Oxford Academic)
- Double-blind peer review activity for the scientific journal Digital Studies / Le champ numérique (DSCN) (ADHO, Alliance of Digital Humanities Organizations under the direction of the Canadian Society for Digital Humanities/Société canadienne des humanités numériques (CSDH/SCHN))
- Double-blind peer review activity for the scientific journal Journal of Urban Technology (Taylor & Francis)
- Double-blind peer review activity for the scientific journal Digital Humanities *Interdisciplinary Digital Engagement in Arts & Humanities* (IDEAH)
- Double-blind peer review activity for the CERLIS scientific book series

- Double-blind peer review activity for the scientific journal *Tourism Recreation Research* (Taylor & Francis)
- Double-blind peer review activity for the scientific journal *SKASE: Journal of Theoretical Linguistics*
- Double-blind peer review activity for the scientific journal *ELOPE: English Language Overseas Perspectives and Enquiries*
- Double-blind peer review activity for the ICOM12 conference
- Double-blind peer review activity of contributions for the annual conference of the *Alliance of Digital Humanities Organizations* (DH2024; DH2025; DH2026).
- Double-blind peer review activity of contributions for the annual conference of the *European Association for Digital Humanities* (2026)
- Double-blind peer review activity of contributions for the annual conference of the *International Systemic Functional Congress* (no. 51, 2026)
- Double-blind peer review activity of contributions for the annual conference of the *European Systemic Functional Linguistics Conference* (no. 34, 2026)

MEMBERSHIP OF ASSOCIATIONS

- Member of the association AIA (Italian Association of English Studies).
- Member of the association BAAL (British Association for Applied Linguistics).
- Member of the I-LanD Research Centre.
- Member of the European association European Youth Think Tank, in order to develop research projects addressing the challenges of environmentally sustainable development in the European Union.
- Member of the European Interuniversity Research Centre Dis-4Change: Studies on Climate Change and Environmental Discourse ([Link](#))
- Member of the Tourism Communication and Translation Network (TourCT Network, [Link](#))

SCIENTIFIC AND ORGANISING COMMITTEES

- Member of the scientific committee of ICOM12 (International Conference on Multimodality) (2024-2025) ([Link](#)) ([See attachment](#))
- Member of the scientific committee of HITRADE, a collection of translations of volumes, glossaries, portraits and anecdotes. It also includes metadata necessary for easy navigation (2023-) ([Link](#)) ([See attachment](#))
- Member of the scientific committee of European Youth Think Tank, in order to develop research projects addressing the challenges of environmentally sustainable development in the European Union (2024-) ([Link](#))
- **Member** of the scientific committee of the journal **Visual Communication** (Class A) (2026-) ([Link](#)) ([See attachment](#))
- Member of the organising committee of the doctoral conference “Margins and Forgotten Places”, 17-19 May 2020, University of Verona (translation of the Call for Papers, website design and translation of contents; abstract review) ([Link](#))
- Member of the organising committee of the panel within the AIA32 conference. Panel title (no. 37): “Tourism discourse at the human-digital interface: Technology, regeneration, storytelling. No. of contributions reviewed and accepted: 8 ([Link](#))

AWARDS/SHORTLISTS

Finalist for the *Paul Fortier Prize* as an emerging researcher in the field of Digital Humanities, at the international conference Digital Humanities 2023 (Alliance of Digital Humanities Organizations).

SCHOLARSHIPS AND FUNDING

Academic year 2023/2024

Erasmus+ International Credit Mobility (Ca' Foscari) for teaching staff at Stellenbosch University, South Africa, Department of Languages and Cultures.

Academic year 2021/2022

Erasmus + Traineeship (University of Verona): 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.

Award of 1 grant for tutoring activities within the “Wikipedia laboratory for the international dissemination of cultural heritage”, in collaboration with Wikimedia Italia for the international dissemination of cultural heritage

Academic year 2020/2021

DARIAH-EU (Digital Research Infrastructure for the Arts and Humanities) grant for participation in the Summer School “11th European Summer University in Digital Humanities ‘Culture & Technology’” and for writing a report, available at the following link (pp. 20-22).

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 scholarship (University of Verona): Marketing assistant at the tourism agency *One Foot Abroad*, Dublin, Republic of Ireland (EIRE)

Academic year 2016/2017

Worldwide Study scholarship: Semester of study at the University of Massachusetts Boston, Boston, Massachusetts, U.S.A.

Academic year 2014/2015

Erasmus + scholarship: Semester of study at Universität Passau, Passau, Germany. Participation in the initiative “Europa macht Schule”. Meetings on multiculturalism in Bonn (DAAD) and organisation of lessons on Italian language and culture in a primary school in Passau

Non-academic scholarship (Autumn-Winter 2026)

Scholarship worth 1,850 euros to attend the Official International Training Course to become a Regenerative

Practitioner, offered by the Regenes Institute.

THIRD MISSION AND PUBLIC ENGAGEMENT

THIRD MISSION

- Interview (1 hour, 15 May 2024) by the research centre Randstad Research for the drafting of the report *Viaggio nel turismo del prossimo decennio [A journey into the tourism of the next decade]* on the future professions in tourism. Interview preceding the Round Table (Como, see section Invited conference talks, [Link](#) to the official report). Event coordinated by Prof. Emilio Colombo, Full Professor of Economics, Università Cattolica del Sacro Cuore, Milan. Scientific committee chaired by Prof. Enrico Giovannini, Full Professor of Economic Statistics, University of Rome Tor Vergata, and Minister of Infrastructure and Sustainable Mobility in the Draghi government (2022); Minister of Labour and Social Policies in the Letta government (2013-2014). Focus: digital and communicative skills; discussion of the role of Artificial Intelligence and of the increasingly necessary construction of narratives that promote environmentally sustainable behaviour.
- Interview by *La Provincia* di Como (10 July 2024). Topic: *Destination Image's authenticity and digital literacy: what is the role of Instagram and AI?* ([Link](#))
- Interview (1 hour, 04 June 2026) on behalf of the Italian Association of English Studies (AIA) to present the monograph published with Routledge (2026). [Link](#) to the official short format of the interview; [Link](#) to the full interview.

Academic year 2020/2021

- **Collaborator** in the Master's programme *English for International Business and Global Affairs*, University of Verona. Writing and publication of blog posts available on the website.

PUBLIC ENGAGEMENT

- 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 ([Link](#)), 19 June 2021
- 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 ([Link](#)), 5 October 2021
- 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 ([Link](#)), 29 October 2021
- 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 ([Link](#)), 24 November 2021
- 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 ([Link](#))
- 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. ([Link](#))
- Mattei, Elena. Blogpost "A brand new course has started" Master *English for International Business and Global Affairs*, University of Verona. ([Link](#))

VOLUNTEERING

- Creation and management of the website and of the Instagram account for Stage for Ukraine, a humanitarian association based in Verona aimed at welcoming refugee theatre students.
- Seminars on non-ideological and anti-populist communication for the political associations RIFORMA E PROGRESSO

FURTHER WORK EXPERIENCE

11/2025 –

- **Strategic marketing consultant** at **Genoma Consulting (Milan)**. Market research: use of scientific literature databases and sector reports for market analysis (segmentation, product differentiation)
- **Communication consultant** at **Randstad Italia (Milan)**. Specialist training on digital and multisemiotic communication for Italian trade unions (CGIL, CISL, UIL, COBAS), with the production of operational guidelines on register, lexis and visual language applied to negotiation contexts.

04/2023 – 09/2023

- **Multisemiotic Brand Strategist** and **Market Researcher** at Genoma Consulting (R&D). Reports on the communicative and multimodal strategies of Italian SME clients and of their competitors; research on statistics and market trends. Data-driven design of advertising and organic campaigns for the sustainable promotion of Made in Italy.
Examples of clients: Scalo Fluviale (Cooperative Society); Balsamini Impianti s.r.l. (solar panels); Corallo s.r.l. (sustainable coatings); Iniziative Energetiche (renewable energies).
- Research fields applied to the Made in Italy branding process:
 - Systemic Functional Linguistics and Cognitive Linguistics (CMT and Image-schema Theory);
 - Corpus Analysis;
 - Empirical Multimodality and Social Semiotics;

01/2023 – 02/2023 (part-time)

- Training and activity as a **digital communication specialist** (ITA/EN) and in search engine optimisation of websites (**SEO**) at Web Leaders Srl.

01/2018 – 09/2019

- **Private support teacher** for the learning of German from an A1 level of language competence up to the acquisition of a B2 level (CEFR)

03/2018 – 12/2018

- **Teacher of Business English courses** at the private school Centro Studi Ad Maiora, Brescia
- **Assessment sessions of German language competence levels** on behalf of companies in the Brescia area

10/2017 – 12/2017

- **Writing and translation of tourist itineraries** (IT→EN) on behalf of the tourism agency One Foot Abroad (Dublin, EIRE)

09/2015

- **Translation work** of specialised language from German into Italian (DE→IT) of reports on steel quality at the company O.R.I. Martin S.p.A, Brescia (Bericht vom 30. August 2015)

- **Transcription and translation** of an interview on behalf of Siderweb with the president of O.R.I. Martin S.p.A. (IT→DE; IT→EN)

FURTHER TRAINING EXPERIENCES

- Instats, online intensive workshop (7h), 1 February 2024: *Using Generative AI for Qualitative Analysis*. Use of computational tools for qualitative analysis (Computer-assisted Qualitative Data Analysis Software, CAQDAS) with the support of Artificial Intelligence. Title

LANGUAGE SKILLS

Language (CEFR)	Listening comprehension	Reading comprehension	Spoken production	Written production
Italian	C2	C2	C2	C2
Native speaker				
English	C2	C2	C2	C2
ALTE certificate, University of Massachusetts Boston				
German	C2	C2	C2	C2
ALTE certificate, University of Massachusetts Boston				
Spanish	B2	B2	B2	B2
CLA certificate, University of Verona				
Russian	B2	B2	B2	B2
CLA certificate, University of Verona				

La sottoscritta dichiara che tutto quanto dichiarato in questo curriculum corrisponde a verità e che le dichiarazioni rese in esso sono rilasciate ai sensi degli articoli 19, 46 e 47 del D.P.R. 445/2000 e successive modifiche e integrazioni, consapevole delle sanzioni penali previste dall'art. 76 del DPR n. 445/2000 e s.m.i. per le ipotesi di falsità in atti e dichiarazioni mendaci. La sottoscritta dichiara di aver preso visione dell'informativa per le procedure di selezione disponibile alla pagina del sito internet di Ateneo e di essere pertanto informata che i dati personali forniti saranno trattati – anche con strumenti informatici – in conformità a quanto previsto dal Regolamento UE n. 679/2016 “Regolamento Generale sulla protezione dei Dati” (GDPR) e dal D.Lgs. n. 196/2003 e s.m.i. “Codice in materia di protezione dei dati personali”

Luogo e data

Padova, 13/09/2026

Firma

Elena Mattei

Elena Mattei